

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, AUGUST 24, 1922

Standards *Must* Be Maintained

The necessity for definite standards of business practice in life insurance demands that full recognition be given the rights of policyholders and agency relations be governed by a broad standard of helpful co-operation.

But, once having established

standards of this type, diligence and foresight must be used in maintaining them at the highest point of efficiency.

The standards of the Standard Life are most diligently maintained to give agents that full degree of genuine assistance to which they are so justly entitled.

STANDARD LIFE INSURANCE COMPANY

Charter Office: Decatur, Illinois

R. J. PAISLEY, President

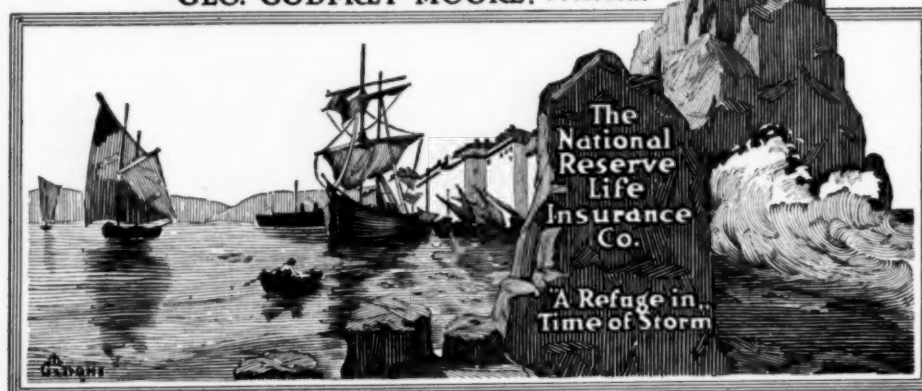
Executive Offices
716 Locust Street
St. Louis_Missouri

W. D. LIPE, Agency Director

When **BETTER POLICIES** Are Written The **NATIONAL RESERVE** Will Write Them

NATIONAL RESERVE LIFE INSURANCE CO.

GEO. GODFREY MOORE, *President*



HOME OFFICE: TOPEKA, KANSAS

"Our Territory: The Heart of America"

Kansas, Oklahoma, Missouri, Iowa, Nebraska, Minnesota, Arkansas, and Texas

WE SOLD OVER \$11,000,000.00 OUR FIRST YEAR IN KANSAS

We have just completed our arrangements for the above states and have openings for two managers in Texas, Oklahoma, Minnesota, Missouri, Iowa and Nebraska. If you think you are big enough to qualify for these positions and want to build a handsome income for the future, write right away to the Home Office, giving past experience and qualifications. We have openings in all these states for salesmen and can offer attractive inducements and splendid opportunities for advancement.

*Here are a few of our fast selling policies that our salesmen are making big money selling.
Others equally attractive.*

Something New in Life Insurance THREE IN ONE

- \$10,000**..... to your beneficiary in case of death from natural causes or
- \$30,000**..... if death occurs (before 60 years of age) from the direct result of an accident of any kind.
- \$200**..... a month as long as you live should you become totally and permanently disabled before the age of 60, and your yearly payments shall cease as well without deduction in any other form of settlement.

The Policy That Returns All Your Payments
and in Addition Pays the Face Amount.

A 20 PAYMENT POLICY

With Waiver of Premiums for Permanent and
Total Disability.

ACCELERATED PAID UP LIFE POLICY

If all dividends are surrendered to the company all premiums will cease in EIGHT YEARS and an installment policy will be issued making the sum payable in twenty annual installments, and, if paid for ELEVEN YEARS, Policy will be PAID UP FOR LIFE.

Table A—Optional Settlements

1st GUARANTEED Cash Payment of.....	\$10,000.00
2d GUARANTEED Annuity for Life of.....	688.00
20 Years Certain	
3d GUARANTEED Cash Payment of.....	4,915.00
and Paid Up Life Policy for.....	10,000.00
4th GUARANTEED Paid Up Life Policy for.....	19,660.00
Every Feature and Every Settlement Guaranteed.	

CHILD'S ENDOWMENT BOND

Prepares the Child for Funds for an Education, With Many Other Attractive Features That Appeal to the Parents. A Good Seller.

If You Won't Sell NATIONAL RESERVE LIFE Policies Sell For Some Other Good Old Line Co.

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Sixth Year. No. 34

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, August 24, 1922

\$3.00 per year, 15 Cents a Copy

CENTRAL LIFE MAY LOCATE IN CHICAGO

Ottawa, Ill. Company Considering Changing Its Home Office Headquarters

REASONS FOR THE CHANGE

President H. W. Johnson Tells Why the Subject Is Before the Board of Directors Now

The Central Life of Ottawa, Ill., is considering moving its home office to Chicago. Judge H. W. Johnson, president of the company, in an interview with one of the local papers in Ottawa, admitted that there is a strong probability that the company will move the latter part of next year. It is stated that the Central Life would have moved its executive headquarters to Chicago some time ago had not its officers been closely identified with the commercial, financial and social life of their city and disliked to pull up stakes. The Central Life has been very much a rural company in that it has gotten its largest business from the so-called country districts.

Sought Business in the Cities

The company, following the war when the agricultural districts became depressed, saw the necessity of seeking business in the cities where there was more prosperity. The company is branching out into the cities where the life insurance business is more active. It has secured a number of agents in the cities and they claim that when the local influence of the company is lost the fact that it is situated in a small city is a handicap to the men in the



H. W. JOHNSON
President Central Life of Ottawa, Ill.

MANY ARE PROMOTED METROPOLITAN LIFE CHANGES

President Haley Fiske Announces Several Advances Among Executives and Field Generals

NEW YORK, Aug. 23.—Changes in the official staff of the Metropolitan Life newly announced by President Haley Fiske are as follows: Robert Cox is advanced from third to a second vice-president; Fourth Vice-president Wilson, manager of the Pacific Coast territory is made a third vice-president; Superintendent of Agencies Long in charge of the Great Western Field and more recently of the Empire State, is made a third vice-president and given active charge of the field work of the industrial department; Superintendent of Agencies Fiske is transferred from the New England to the New York state territory; Superintendent of Agencies North is transferred from South Western to New England territory; Frederick L. Morgan of Worcester, Mass., is placed in charge of South Western Field; Jacob Chadeayne of the Ordinary Department, and Thomas B. Graham, head of Policy Holders Service Bureau, are made assistant secretaries.

field. As long as the company operated only in its home state, the location of its head office did not cut a vast amount of figure. Judge Johnson has served in the state senate, had been judge of the county court at Ottawa and is president of one of the leading banks there. The other officers are well known in their locality and are leaders in their section. It was easy, therefore, to get in touch with the Central Life and to find out who were the people behind the company.

Location Cut More Figure

When, however, it was admitted in more distant fields, the local influence was pretty much lost. The officers feel that with the extension of its operations in other states and in the larger cities, the home office location will cut more of a figure.

The Central Life is one of the sterling companies of the west that has made splendid progress along substantial lines. Its directors and officers are men of fine caliber, high moral worth and conscientious in their efforts. Aside from Judge Johnson, the president, the vice-president and agency director is W. F. Weese; the vice-president is Charles Nadler; secretary, S. B. Bradford; medical director, Dr. T. W. Burrows, and the general counsel W. H. Hinebaugh. The Central Life owns its home office building at Ottawa, it being a fine modern structure.

President Johnson's Statement

In speaking of the possibility of moving, Judge Johnson said in one of the Ottawa papers:

"If we move, it will be due to the fact that we have in a measure outgrown Ottawa. We are now admitted to nine of the principal states of the middle west; and in securing big men the size (CONTINUED ON PAGE 14)

CAPITAL IS DOUBLED GEM CITY LIFE EXPANDING

Enters New States—Rapid Growth in Group Department—Excellent Contracts Closed

The Gem City Life of Dayton, O., is now increasing its capital from \$110,000 to \$200,000. The stock salesmen are now selling the new issue and Vice-President and General Manager I. A. Morrisett announces that a good share of the new issue has already been sold. This is being done to take care of the increasing volume of business and also to conform to the laws of certain states requiring that amount before writing business in the state. The Gem City Life is planning to enter several new states and has already decided to enter Kentucky and the District of Columbia. It expects to be admitted into Kentucky by Oct. 1. The executives of the company believe that it will have its capital of \$200,000 and surplus of \$100,000 by the end of this year.

Growth of Group Business

The Gem City Life has recently made great strides in its insurance department and is now closing several contracts of considerable size. One interesting contract was closed with the National Federation of Post Office Clerks in Washington, D. C., which has a membership of some 27,000. The membership of this federation is being circularized on the Gem City Life policies, a policy of \$500 being offered for \$2 a quarter or \$8 annually, no medical examination being required. All male and female members between the ages of 18 and 60, inclusive, are eligible. The benefits become effective after 1,000 signed applications are received and accepted at the national headquarters and after 6,000 are received the federation participates annually in the earnings of the insurance company. The face value of the policy of \$500 will shortly be so fixed that increases in multiples of \$250 can be made until a maximum benefit of \$2,000 is reached, increases being added at proportional rates. Arrangements will also be made to carry the benefits of members who leave the service or whose promotion deprives them of active membership. The contract is approved by Superintendent Gearhart of the Ohio department. It is understood that the company is also closing a contract on an organization of 700,000 members.

To Honor President Hamilton

September has been designated as "Hamilton Month" by the agents of the Federal Life of Chicago in honor of President Isaac Miller Hamilton. Mr. Hamilton's birthday is Sept. 6. He has been at the head of the company continuously for 23 years. Mr. Hamilton has always made it a point to become well acquainted with every man carrying a rate book for the company. He is very popular with Federal agents. An effort will be made to secure \$2,500,000 business in new life business during the month, and \$20,000 in new accident and health premiums. "Come through for Hamilton" has been adopted as the selling slogan for the month.

CHICAGO GETS THE NEXT LIFE CONVENTION

A. O. Eliason of St. Paul Is Chosen As President of National Association

BIG MEETING AT TORONTO

Tremendous Outpouring of the Clans at the Joint Gathering—Much Enthusiasm in Evidence

TORONTO, ONT., Aug. 23.—The nominating committee of the National Life Underwriters Association met last night with F. E. McMullen of Los Angeles, chairman, and H. Wibert Spence, Detroit, secretary, and decided upon A. O. Eliason, Minnesota Mutual at St. Paul, for president; W. J. Walker, New York Life, New Orleans; Roy Heartman, Equitable of New York at Des Moines; Earl Hanning, John Hancock, at Boston; with the new president of the Canadian Association, for vice-presidents; John Henry Russell, Pacific Mutual, Los Angeles, is re-elected secretary, and Robert L. Jones, State Mutual in New York City, treasurer. These were later elected by the convention. The new president, A. O. Eliason, is one of the strong men of the Association and was formerly chairman of the executive committee.

TORONTO, ONT., Aug. 23.—Chicago is to have the 1923 convention of the National Association of Life Underwriters. This was announced at the opening session of the international convention of the National Association and the Canadian Association of Life Underwriters which began here yesterday morning. Although both Detroit and Des Moines have been making serious and strenuous efforts to land next year's meeting Chicago was an easy winner. The vote in the executive committee



A. O. ELIASON
Newly Elected President

meeting on Monday night was: Chicago 28, Detroit 10, and Des Moines 2. A. O. Eliason of St. Paul, Minn., home office general agent of the Minnesota Mutual, was elected president succeeding John L. Shuff of Cincinnati at today's session.

This international gathering of the two associations, the third in history and the second to be held in Canada, is a record breaker in more ways than one. Previous attendance figures are smashed by the turn-out this year.

At the opening session on Tuesday morning it became evident that the big ballroom of the King Edward Hotel, convention headquarters, was not large enough. All of the seats on both the main floor and gallery were quickly filled. A large number could not gain entrance. It was necessary to abandon the original convention ball after the initial meeting on Tuesday and to use the Allen theatre, two blocks from the hotel, for the rest of the convention sessions. The heavy attendance was a surprise to life insurance men from the United States who did not anticipate an especially large meeting.

John L. Shuff, president of the National Association, and J. G. Stephenson, president of the Canadian Association, are presiding jointly at the business meetings, which began on Tuesday and will continue through Thursday. The convention this year is, as it was last year, largely a "case method" affair. Officials of the organization were sufficiently pleased with the experiment at Cleveland last year to try out the idea again at this year's gathering. The program is long and because of the large number of topics and typical prospects for whom speakers are providing life insurance programs all of the sessions are being run on schedule time. No lagging or extraneous discussion is permitted.

Stephenson Made First Talk

J. G. Stephenson, head of the Canadian Association, opened the convention on Tuesday morning. He explained that it was the 16th annual meeting of the Canadian Association, the 33rd annual meeting of the National Association of the United States and the third international meeting of the two organizations. Joseph C. Staples, president of the Philadelphia Association, presented the National Association with a flag to be used as a business banner. The gift was accepted by President Shuff.

In his brief introductory talk Mr. Shuff outlined the work of the National Association during the year and explained briefly the aims and purposes of the convention. John A. Stevenson, vice-president of the Equitable of New York, was the first speaker. He discussed "The Human Element in Salesmanship." Mayor Maguire of Toronto extended a hearty welcome to the visitors. W. W. Charters of the Bureau of Personal Research of Carnegie Institute explained "How Men Are Influenced to Buy." S. H. Swope, of the Union Central at Cincinnati, offered a resolution opposing the life insurance savings bank plans that have been put into operation in various parts of the United States and declaring that the National Association was opposed to any combination of a savings bank account and a life insurance policy. Mr. Swope's resolution was not discussed on the floor, but was quickly referred to the executive committee with power to act.

James Elton Bragg, instructor in the School of Life Insurance Salesmanship at New York University, made some valuable points in his talk on "The Close," "Tests for the Close" and "Cultivation of the 'Yes' Attitude on the Part of the Prospect." J. C. Tory, manager of agents of the Sun Life, explained that because of the large attendance it would be necessary to hold two separate banquets on Wednesday evening. He said that there was no auditorium in Toronto large enough to accommodate all who had purchased tickets for the banquet. He said that both banquets would be exactly alike,

PLANS OF CONVENTION

NATIONAL GUARDIAN MEETING

Agents Will Hold Their Annual Gathering at the Home Office—Points in Program

The agency convention of the National Guardian Life will be held at the home office in Madison, Wis., Sept. 7-8.

The agents pay their own railroad fare but their expenses at Madison are taken care of by the company. The National Guardian Life rents two large fraternity houses on the shore of Lake Mendota to take care of the agents and their families. Meals are served in the Phi Delta Theta house.

The annual dinner will be held on the evening of Sept. 7, President George A. Boissard presiding. Following the dinner will be a theatre party. On the morning of the first day there will be a discussion of "Soliciting in Rural Communities," led by Secretary Benjamin S. Beecher of the company. Another discussion will be on "How to Sell Endowment-at-age 65 Policies and Why," led by Archie V. Hurst. In the afternoon, Melvin F. Emerson will lead a discussion on the subject of "Planning Agency Development" and Harry D. Baker will lead on the subject "Cooperating with the Rural Banker." On Friday, there will be a question box and a discussion on the subject "Helping and Holding New Agents," led by George J. Sennett. In the afternoon there will be a symposium of discussions on the proper way to approach the business man, the farmer, etc. The discussions will be led by Roman M. Vetter, Eugene J. Long and Emil B. Ingebreton.

and the same speakers would be heard at each.

In his report as chairman of the executive committee, Franklin W. Ganse said that on Sept. 15, 1921, the National Association had 13,669 members and that on July 31 of this year the total was 12,950, a loss of 719 for the year. He said that there were now 150 local associations. The Charles Jerome Edwards trophy awarded annually to the association making the largest increase numerically and from a percentage standpoint in membership was awarded to the New Mexico association which showed a percentage gain of 104 during the year.

L. N. L'Esperance opened Tuesday afternoon's session with a discussion on income insurance, and Charles Jerome Edwards of Brooklyn led the discussion of life income cases. Among the speakers on these cases were Russell of Los Angeles, Sinclair of Brooklyn, Orville Thorp of Texas, Darby of Baltimore, McMullen of Los Angeles, E. A. Woods of Pittsburgh, Freed of Detroit, Earl Manning of Boston, Hartman of Des Moines, and Sherman of Chicago.

George L. Dyer Speaks

Vice-president William J. Graham of the Equitable was down for the topic "Business Insurance," but was not present and his place was taken by George L. Dyer, general agent of the Columbian National at St. Louis. The case discussion on business insurance was conducted by William May, Jr., of Toronto, a Scotchman with a most pleasing accent who has written some of the large business insurance cases in Canada and showed himself to be a master of the subject.

The convention closed early to make way for the big picnic. It is believed that the attendance will be considerably the largest of any like convention and will reach nearly 2,000.

President O'Brien of the Detroit Life with some seventy of his men filed into the hotel late Tuesday afternoon fresh from the company's convention at

WENT ON TO TORONTO

DETROIT LIFE AGENTS MEET

Opened Program at Home Office, Going to Niagara Falls, Then on to Toronto

The twelfth annual agents' convention of the Detroit Life opened this week with a boat ride to Niagara Falls, where business sessions of the convention were held, the entire party then proceeding to Toronto to attend the International Convention of Life Underwriters which closes today. The company's plans, which gave the agents not only their regular annual convention but also the privilege of attending the Toronto convention, were thoroughly welcomed by company's field men. The convention's business sessions were of great value to the agents and the Toronto meeting was of added value and interest.

Start from Home Office

The agents gathered at the home office in Detroit on Sunday, leaving Sunday afternoon for Buffalo, by steamer. Monday morning the party proceeded to Niagara Falls, where the agency meeting was held in the Hotel Clifton. President M. E. O'Brien gave the address of welcome which was answered by Homer H. Darby of Flint, Mich. There were several addresses on the production and conservation of business by the leading producers, the prepared talks being given by Morris Fishman of Detroit, Louis C. Reul of Grand Rapids, Clare A. Lamoreaux of Lansing, C. A. Lundgren of Iron Mountain and Ernest C. Wightman, Actuary of the Detroit Life. On Monday evening the annual banquet of the Detroit Life was held at the Hotel Clifton, Vice-President Frank H. Watson being toastmaster. Commissioner L. T. Hands of the Michigan Department spoke on "Cooperation from the Michigan Insurance Department." James M. Sheehan of Grand Rapids spoke on "The Value of Home Office Cooperation to Detroit Life Agents." The views of an outsider were given by P. J. Bland, president of the Bland Printing Company, who spoke on "My Impressions of the Detroit Life." Actuary Wightman again spoke at the banquet, taking as his subject "Opportunities in the Life Insurance Profession." Judge P. H. O'Brien spoke on "Life Insurance and the Benefits It Confers" and C. C. Otis gave a talk on "The Company of Service." President O'Brien closed the banquet program.

Go on to Toronto

The entire party went on to Toronto Tuesday morning, arriving in time for the opening of the third international convention of the National Association of Life Underwriters and the Life Underwriters Association of Canada. The Detroit Life agents had a program that combined the business sessions of the Toronto convention with luncheons, banquets and meetings of their own. Thursday evening at the close of the Toronto convention, the agents return to Detroit on special Detroit Life sleepers.

Niagara Falls, and other large company delegations are here, principally of Canadian companies. John Dolph of the Metropolitan at Washington had charge of the entries for the numerous contests at the picnic, which was very largely attended and hugely enjoyed. President Shuff presided at the Wednesday morning session with his usual aplomb, and the sectional meetings devoted to industrial insurance, insurance for credit, inheritance tax, agency building, occupied Wednesday afternoon, all of which will be fully covered in THE NATIONAL UNDERWRITER'S special issue to be published immediately following the convention.

EDUCATIONAL WORK WILL BE EXTENDED

Life Insurance Will Be Taught In a Number of the Universities

ANNOUNCEMENT IS MADE

Dr. John A. Stevenson Outlined the Project at the Convention of National Life Underwriters

TORONTO, ONT., Aug. 23.—In the near future any properly managed university will be in a position to offer its students a course in life insurance salesmanship almost exactly similar to that which has been taught at the Carnegie Institute of Technology at Pittsburgh. John A. Stevenson, vice-president of the Equitable Life of New York, and former head of the Bureau of Personnel Research at Carnegie, made this statement at the opening meeting of the National Life Underwriters Association now being held here.

Dr. Stevenson said that the plan followed and the material used at Carnegie has been put into text book form and will be ready for general distribution within a few weeks. The committee on the joint standards, composed of the officials of the Life Agency Officers' Association of the United States, the Canadian Association of Life Agency Officers, and the two National Life Underwriters Associations of the United States and Canada decided to expand the Carnegie idea after requests for data regarding a life insurance course had been received from local universities in nearly all sections of both Canada and the United States.

To Expand the Work

The committee in studying over the matter took the position that the work being done at Carnegie was either important and beneficial or experimental and unworthy of widespread use. It was determined that the work must either go forward on a large scale or be abandoned. It was accordingly decided to gather the material being used at Carnegie together and put it in such shape as to make it possible for a good university, wherever located, to give a course similar to if not exactly like the one at Carnegie.

Up to Local Associations

Within a short time the president of every local association in both the United States and Canada will be sent a letter explaining how the course may be established at whatever university in the vicinity seems to be interested. It will be made plain that each association will be expected to furnish one member of the faculty who will teach the practical aspects of the business. According to the arrangements the other members of the faculty will be drawn from the university board, but certain phases of life insurance work must be taught by men who have carried a rate book and who know definitely what confronts the life insurance solicitor. Dr. Stevenson characterized the perfection of these arrangements as the most important move ever made by life insurance men. He said that the effect of the establishment of life insurance courses at universities generally would have a far reaching effect on the life insurance business and the public attitude toward life insurance.

S. M. Cross, president of the Columbia Life of Cincinnati, left for his vacation in the Adirondack mountains this week. Mr. Cross expects to be gone for about three weeks.

BUSINESS INSURANCE AID TO BIG POLICIES

Greatest Factor in Demand for Greater Protection, Philadelphia Life Men Say

AVERAGE SIZE LARGER

Revival of Interest in Purchasing of Large Amounts Is Seen Throughout Country

PHILADELPHIA, PA., Aug. 22.—The present growth of life insurance business in the Philadelphia district is carrying along with it what some underwriters describe as a proportionately larger growth in the demand for big policies. Men of wealth who felt they were amply protected by ordinary life policies are now awakening more than ever before to the need for business life coverage. The inevitable inheritance tax and the obvious advantage of providing ready cash through insurance, so that securities will not have to be sold at a forced sale to meet immediate bills of an estate, are other arguments that appeal to men of wealth at the present time. Business insurance, however, is believed to be by far the biggest factor in the sale of large policies.

More Interest Throughout Country

A. M. Hopkins, manager of agencies for the Philadelphia Life, said he had noticed signs of a revival of interest in big policies throughout the country.

"A few days ago," he continued, "a Philadelphia broker approached us with an offer to carry part of a half-million dollar business coverage policy, but we were obliged to turn it down as the insured was past our age limit. Our agents all over the country have been turning in quite a number of fair-sized policies, but we have not had any really big ones recently."

Franklin C. Morss, assistant manager of agencies of the Provident Life & Trust, reported a barely perceptible increase in the sale of large policies during the past few months, although he said business was rather slack at the present time with many of the best underwriters on vacations.

Average Policy Size Increasing

"The average size of policy sold by the Provident has been slowly increasing during the last two or three years and is now \$3,200," Mr. Morss explained. "The same arguments that appeal to men of moderate means, as a rule, appeal in larger degree to men of affluence. Business insurance and inheritance tax coverage are comparatively recent developments of the fundamental basis of protection for family. These arguments appeal with particular force to the wealthy, usually for the same reason that the insured took out ordinary life policies. They want the business or the estate protected for the sake of the family."

Arthur D. Murphy, Philadelphia special agent for the Home Life of New York and assistant to the president of the National Association of Life Underwriters, agreed that there was a growing demand for big policies and attributed this demand almost entirely to life insurance coverage for small partnerships as well as great corporations. "Business life insurance is the best bid for the underwriter today," he declared.

Make Big Summer Drive

Managers Dickey and Morgan of the Philadelphia agency of the Mutual Life of New York said: "Our July business smashed all previous records in Phila-

PLAN ANNUAL SESSION

CLUBS TO MEET NEXT MONTH

Connecticut Mutual Life Sets Dates for Annual Conventions of Both \$200,000 and \$100,000 Clubs

Agents and officers of the Connecticut Mutual Life will attend a convention Sept. 6-8 at Spring Lake, N. J., for members in the east of the company's \$200,000 and \$100,000 Clubs. A similar convention will be held Sept. 12-14 at Green Lake, Wis., for agents of the middle west, and another at Estes Park, Col., Sept. 19-21, for far-west agents.

President Henry S. Robinson will attend the Spring Lake and Green Lake conferences, and James E. Loomis, vice-president, will attend those at Green Lake and Estes Park. The following officers of the company will attend all three conventions: Harold F. Larkin, secretary; W. P. Barbour, assistant actuary; H. H. Steiner, superintendent of agencies, and William H. Harrison, assistant superintendent of agencies.

The conventions will be made up of business conferences and instruction during the morning, with the remainder of the day devoted to athletic events and social times. Talks will be given by officers as a part of the instruction. It is estimated that about 350 men will attend the three conventions.

delphia—the biggest in the history of the local agency—100 percent increase over business in July, 1921. The total amount was made up of a considerable number of both large and small policies."

This agency, incidentally, has been working up toward August as a climax, August being the month when life insurance sales are presumably slackest. Each month so far this year has been better than the previous month for this agency. The present drive is based on the grounds that competition is slack during the summer, that there would still be an immense field here even though half the city were on a vacation, and that the prospect, wilted by hot weather, is less apt to offer resistance to the underwriter. July results justify these contentions, according to Mutual Life men. Particular effort was made to sell big policies, and this effort was in large measure successful.

Business Cover Best Argument

Clayton M. Hunsicker of the Fidelity Mutual, recently president of the Philadelphia Association of Life Underwriters, said business insurance was virtually the only argument for the sale of life insurance to men of wealth, whom he said were already well covered by ordinary life policies. He denied that the inheritance tax argument would "cut much weight" in attempts to sell really big policies, saying that men whose estates would be called upon to pay immense inheritance taxes were few and far between, but that big policies for business coverage were far more accessible.

Commissioners Work in Groups

While the American Conference of Supervising Insurance Officials, recently organized at Denver, consisting of insurance commissioners west of the Mississippi, is already functioning, it must not be forgotten that the central bloc of insurance commissioners while not formally organized is working in harmony. Ohio, Michigan, Illinois, Wisconsin and Indiana comprise this body which is working under a gentlemen's agreement. It is likely that Iowa may be added and perhaps Minnesota. The five commissioners are exchanging information and suggestions. They feel that they have many points of contact. They believe that they can work out their common problems together by co-operation.

GENERAL AGENTS MEET

EQUITABLE OF IOWA'S RALLY

Followed Agency Convention, Making Four-Day Program in All at Detroit Assembly

DETROIT, MICH., Aug. 22.—Immediately following the annual agency convention of the Equitable Life of Iowa in this city last week, the general agents association of the company held a two-day convention at which the various agency problems were discussed by the general agents and company officials. It is the custom for the general agents to open their annual meeting on the afternoon of the last day of the agency convention. This brings them all out to the agency convention and creates a greater cooperative spirit on the part of all.

Discuss Agency Problems

H. E. Aldrich, vice-president and superintendent of agencies, was chairman of the first day meeting of the general agents' session. B. F. Hadley, vice-president and secretary, spoke on "The Organization Club, Its Purposes and Value of Membership," and P. B. Rice spoke on "Selecting Agents." J. C. Johnson addressed the group on "Training Agents," J. B. Moorman on "Effective Supervision," and P. R. Wendt and W. P. Baker on "Agency Bulletins." They continued their meeting on Friday with F. W. Hubbell as chairman, with the following addresses: "How to Work With Agents," A. E. Wilder, field supervisor; "Getting Settlements on Premiums," C. E. Levering, L. V. Barnes and F. C. Dibble; "Apportioning Allotments to New and Old Agents," M. C. Nelson; "Publicity That Pays," H. W. Stanley; "District Agents: Their Qualifications and Contracts," J. C. Cummins. Following the luncheon B. F. Hadley presided over the closing session, at which Dr. F. L. Wells spoke on "Enlarged Classification of Risks," F. A. Swisher on "The Lead Service System," and H. E. Aldrich on "Your Business and Our Business."

Held Agency Convention

The agency convention itself, which opened Aug. 15 in the Hotel Statler, was a three-day program of entertainment and business. President H. S. Nollen opened the session and J. Fred Lawton, president of the Detroit Life Underwriters Association, gave the address of welcome. There were many addresses by leading producers and officials of the company, as well as some outside speakers, including C. J. Orbison of Indianapolis. There were unusual entertainment features and a recreational program that filled the time of all present. One of the added features of the meeting was the circulation of a daily paper, called the "Daily Equiowa," which contained much "slandrous" material and offered amusement to each Equitable agent.

Des Moines Companies' Outings

This is the picnic season in Des Moines and two of the big life companies have held enjoyable outdoor parties within the past week. The Central Life made merry at Union Park last week. Special cars carried the office body and employees to the scene of festivities and there were sports, amusements and big picnic dinner.

The Bankers Life also had its annual outing at Union Park. There was a radio concert, a special musical program and dancing in the park pavilion.

Florida Company Reducing Capital

Stockholders of Our Home Life of Jacksonville, Fla., have been notified by the company that it is planning to reduce its capital from \$95,571 to \$50,000. They are requested to send in their stock certificates so that new ones may be issued in accordance with the plan for recapitalization.

MISSOURI STATE LIFE "ADS" CAUSE COMMENT

Some Officials Declare It Has Gone Too Far in its Campaign

WANT TO CALL A HALT

Issue Is Likely to Develop Lively Discussion at Forthcoming American Life Convention Meeting

The double page advertisement which the Missouri State Life has been running in the insurance papers has created more comment than any publicity material that has been put out by a life company for many years. The reaction has been diverse, although some company officials and general agents are very much aroused over the matter. The Missouri State Life makes a direct bid for business of agents of other companies, states definitely what it will do so far as paying renewals is concerned and then offers to take any agents of other companies who qualify under its rules on its convention trip.

T. F. Lawrence Explains Move

Vice-President Thomas F. Lawrence, who is regarded as one of the most able field generals in the country, in an open letter declares that for a number of years the company has been trying to evolve a plan by which it could extend the same treatment to agents of other companies that it accords to its own. Mr. Lawrence in his letter asserts that it is not an appeal to agents to leave their own companies but to serve them all by handling such of their business as their own companies do not take, including surplus, substandard, accident, health, group life and group disability business.

Next year the Quarter Million Club of the company will be taken on a trip to the Pacific coast and Vice-President Lawrence invites agents of other companies to qualify, enjoy the convention trip and any rewards that the company may make.

Dealing With Other Companies

It is a common practice for agents in placing business with other companies to get not only the first year commission, but a renewal. However, there has not been such a strong bid for the business as the Missouri State Life presents. The exchange of business and the placing of surplus risks with other offices has been more of an incident. General agents have not objected to the practice where they could not serve their own men. In fact, they have encouraged their men to save the business if they could place it with other companies.

Notwithstanding the fact that Vice-President Lawrence makes the definite statement that the Missouri State is not endeavoring to attract the agents of other companies away from their own organization, yet a number of company officials declare that the very fact that the Missouri State Life is making a strenuous effort to gain the business of the agents of other companies will tend to cause a divided allegiance. The Missouri State today is regarded as one of the most aggressive companies. It has made rapid progress. Its management is very vigorous and ambitious.

No Standard Established

The company, however, has stirred up a veritable hornet's nest by its advertising. So far no organization like the American Life Convention or the Association of Life Insurance Presidents has

established a standard of ethics, expressing definitely just how far a company should go in making a bid for the surplus, substandard or accident business of agents of other companies. President H. R. Cunningham of the American Life Convention has already received from some members of the convention some very vigorous protests regarding the advertising material of the Missouri State Life. It is predicted that the executive session of the American Life Convention will be a very lively one this year because this subject is certain to come up.

Try to Control Advertising

An attempt has been made in the past to curb the advertising proclivities of some companies. It was declared that they had gone too far in their efforts to attract the attention of agents of other companies and had made assertions that could not be proved. Some companies writing substandard business have made a strong bid for brokerage business. It has been the feeling of some executives of other companies that this would tend to undermine the fidelity of their agents. Their agents would insist that their own companies give them the same sort of service. The question of writing substandard business and its treatment is one that companies are studying today but many are fearful of its consequences. Some companies are only writing substandard business in a limited way and some are not taking it at all. However, they are confronted with the bid of companies that are active in the substandard field and undoubtedly many agents have been impressed with the fact that they could get cases passed without question in other companies and not their own.

Bid for Sub-standard Cases

One of the leading executives said this week that he had no quarrel with companies that are writing substandard business. However, he did not think that it was ethical for them to go out and make an active bid for brokerage business and try to gain the attention of agents of other companies. If agents voluntarily place their substandard and brokerage business with such companies there would be no objection, he thinks. However, he contends that the rather bold and forceful advertising that is being indulged in by some companies will tend to upset agents of other companies. It is a strong bid and agents will be influenced in different ways.

Not alone in company circles but in the ranks of general agents there is much uneasiness about the present situation. The rate book men are demanding more and more from their companies on account of the broader service and more comprehensive program of the companies that are getting into the side lines, writing substandard and group business and doing everything they can to give rapid service. The agents think that their companies should do what others are doing.

Farmers National Prizes

The Farmers National Life offered five cash prizes of \$150, \$100, \$75, \$50 and \$25 to the five agents that during the period Jan. 1 to July 31 made, in written and paid-for business, the greatest increase over their average for 1921. The prizes were awarded as follows: First, O. L. Barngrover, Mt. Orab, O.; second, Clinton Hall, Mishawaka, Ind.; third, H. Pence, Lafayette, Ind.; fourth, G. C. Smith & Son, Belvidere, Ill.; fifth, A. D. Reider, Sheffield, Ill.

The company also offered five gold watches to the five agents that wrote and paid for the most business from July 1, 1921, to July 31, 1922, they to have been appointed since July 1, 1921. The prizes were awarded as follows: First, C. P. Fate, Crown Point, Ind.; second, E. W. Scott, Steffenville, Mo.; third, W. H. Smith, Crown Point, Ind.; fourth, C. I. Andrews, Lancaster, Mo.; and fifth, F. C. Hensley, Granite City, Ill.

Notable Tribute Paid To George T. Dexter By Darby Day Agency

THE Darby A. Day agency of the Mutual Life in Chicago is presenting Vice-President George T. Dexter of the company at the home office a magnificent solid bronze tablet weighing 500 pounds as an expression of the esteem of the members of the organization. It will rest on a massive easel. The tablet measures five feet by three and a half feet. It is a replica of the black board in the Day Agency showing the number of applications of the different men during "Dexter Month," which was in May. The agency produced \$5,800,000 in written business. Associate Manager Herman C. Hintz-peter produced 150 applications during that period thus leading the field. The names of all the men are on raised letters. The work is a magnificent piece of art, done in bronze, all the letters being polished. At the end of the names appears, "The Million a Month Agency." Then come the names of the officials, Darby A. Day, manager; H. C. Hintz-peter, associate manager; Raymond Mills, assistant manager, and W. G. Warren, office manager. The dedication to Mr. Dexter reads as follows:

"In testimony of the high esteem held by the Chicago representatives of the Mutual Life Insurance Company of New York for their vice-president, George T. Dexter, and commemorating the close of the eleventh year of the 'Million-a-Month' agency, this tablet, recording the achievement of the several agents during 'Dexter Month' is dedicated as a token of affection, regard and loyalty for the man who has for so many years been the creative genius of the Mutual Life Insurance Company of New York."

Fisher in California

John E. Fisher, home office field supervisor of the accident department of the Aetna Life, is spending a week or ten days in southern California. His visit is mainly for the purpose of conducting educational meetings of the field force of the Los Angeles agency, these meetings being devoted to discussion of the new forms of accident and health policies which have recently been issued by the Aetna.

August promises to be a splendid month for the life department of the southern California agency of the Aetna in the production of business. Manager Irwin J. Muma states that approximately \$750,000 of new insurance was written during the first 15 days of the month without exerting any pressure upon the field force.

Answers to Want "Ad" Used as Sales Argument For Monthly Pay Plan

EDWIN E. BESSER, JR., of Chicago, who conducts a local agency and represents the Columbus Mutual Life, has one of the most graphic arguments for monthly income insurance that could possibly be devised. He spoke of it at the agency meeting of the Columbus Mutual Life at Cedar Point, O., last week. Mr. Besser had an advertisement placed in the want columns of the Chicago "Tribune," stating that a widow with \$20,000 to invest was seeking a channel for placing the money, desiring to have as high an interest yield as possible and yet have a safe investment.

Got 49 Replies

Mr. Besser got 49 replies to this advertisement. He said that already six of the people answering the advertisement are either in the federal penitentiary, having been convicted for using the mails for fraud, or are under indictment. Some have gone into bankruptcy and others are skating on thin ice. There were only a few legitimate concerns that answered the advertisement.

One of the amazing features of the advertisement was the fact that it was not placed in the usual classified column where investors or those seeking investments are placed, but was listed among advertisements under the general head "Musical Instruments." Therefore, it meant that the people who are scanning the advertisements for prey go through the whole paper.

Clinches in the Canvass

Mr. Besser has had all these letters put in a loose-leaf binder. He told the convention that he would not take two or three thousand dollars for the collection because they are a clincher when it comes to selling insurance. Some of the letters are typical blue sky propositions. They all go to show that a woman who comes into possession of money is exposed to a thousand dangers and that her funds are likely to be dissipated very soon. Many of the persons replying had second mortgages to sell. There were offers of oil stock, business enterprises of various kinds, land in South America, etc.

A. R. Horr Resigns

A. R. Horr, financial vice-president and treasurer of the Equitable Life of New York, has resigned but will remain until the first of the year in an advisory capacity. He was formerly vice-president of the Cleveland Truck Company.

"COMING BACK" IN OHIO

SMALL POLICIES STILL RULE

Increase Has Been Mainly on That Class Rather Than on Big Policies or Business Insurance

COLUMBUS, O., Aug. 22.—Life insurance is coming back in Ohio after a rather dull year brought about by the general business depression and business is showing a decided increase over a year ago, according to George W. Steinman, secretary of the Midland Mutual Life.

Business, however, still consists largely of small policies taken out by workmen and small business men, as men of large business affairs for whom large policies are written say they have not gotten their business sufficiently settled to warrant an increase in insurance premiums, he says.

Aided by Banks

Life insurance as an investment, however, is gaining in popularity because of the greater ease men with large insurance policies have in obtaining loans from banking institutions, he said. According to Mr. Steinman, banks in Ohio have not adopted a universal rule of refusing loans to applicants not carrying insurance, but life insurance is an asset to the applicant and it is not uncommon for a bank to make the taking out of a policy, to protect the bank, a condition to the granting of a loan.

Life insurance business among farmers still continues at a low ebb and little improvement in farming communities is expected before fall, say Columbus insurance men.

The most noticeable falling off in business, however, is in business and corporation insurance. It is not being written, they say.

Effect of Coal Strike

The coal strike has naturally had a serious effect on business.

Borrowing on insurance policies has become more prevalent during the past few months, particularly in the coal mining regions, and the ease with which men with insurance policies obtain loans, either from banks or on their policies, will bring about a heavy increase in business following the strike settlement, insurance men who make the coal fields say.

LOOK FOR OFFICE BUILDING

Shenandoah Life Has the Project in Mind for the Future—Plan Informally Discussed

During the recent agency convention of the Shenandoah Life in Roanoke, Va., the subject of an office building for the company was discussed informally among the representatives and officials. Neither President Angell or Secretary-Treasurer Andrews would commit themselves officially on the proposition, although a number of business men had expressed themselves as favoring the erection of a skyscraper as an advertisement to the city and company.

It is understood that a location has been selected, but building may be deferred until the company has attained \$100,000,000 in force.

The company has entered the District of Columbia and has in mind entering the states that have become historic as once being a part of Virginia, "The Mother of States," viz: Ohio, Indiana, Kentucky, Illinois, Wisconsin and Minnesota. In that event, Gaylord Davidson, the company's general agent, will come back home in good shape, especially so far as Illinois and Minnesota are concerned.

LIFE COMPANIES' SEMI-ANNUAL STATEMENTS

(As filed with the governor of Georgia)

	Assets	Surplus	In Force	Six Months	
				Income	Disbtsmts.
American National.....	\$ 12,847,869	\$ 1,861,409	\$ 165,612,422	\$ 3,173,239	\$ 2,054,256
Bankers Reserve.....	12,274,583	2,647,884	76,667,385	1,637,333	1,143,618
Clover Leaf L. & C.....	880,423	44,365	6,617,571	275,382	258,492
Conservative Life.....	2,626,826	177,398	22,737,459	453,873	240,697
Federal.....	5,696,417	358,173	49,193,921	1,160,467	1,167,565
Guarantee Fund.....	5,488,462	4,101,354	141,861,234	1,314,623	885,209
Home Life, N. Y.....	44,459,948	1,376,052	227,108,882	4,939,191	3,827,775
Life & Casualty.....	2,160,810	765,221	54,987,359	2,320,658	2,145,022
Maryland Assurance.....	19,746,810	1,013,294	70,570,281	1,600,317	1,750,582
Manhattan Life.....	895,121	555,680	11,384,509	117,458	86,405
Mass. Mutual.....	154,709,067	861,836,436	19,859,980	12,241,825
Michigan Mutual.....	16,290,312	977,556	92,626,236	1,647,489	1,360,991
Morris Plan.....	340,977	301,884	8,233,600	106,125	73,016
Mutual Benefit.....	215,630,263	1,480,742,867	35,205,341	21,643,804
Mutual Life, N. Y.....	688,399,630	75,310,277	75,310,277	64,075,804
National Life Assn.....	1,919,399	71,371,520	569,691	403,167
National Life, Vt.....	79,756,969	3,743,935	352,671,630	5,098,301	6,569,328
New York Life.....	994,956,919	408,965,593	53,286,300	41,672,968
Pacific Mutual Life.....	69,246,267	3,249,260	51,565,526	1,590,814	6,456,146
Pan-American.....	10,698,265	1,701,987	1,127,062,463	27,123,781	20,399,846
Penn Mutual.....	243,608,397	895,809	895,809	742,679
Provident L. & A.....	1,270,738	457,825	591,632,039	14,390,403	9,745,897
Provident L. & T.....	130,367,364	6,832,909	5,995,918,864	124,602,721	71,904,028
Prudential.....	845,588,061	48,870,262	49,045,996	816,683	632,788
Reserve Loan.....	6,018,752	431,954	5,511,990	82,868	64,526
Security Trust & Life.....	297,072	175,972	21,450,000	375,822	390,934
Southern, Tenn.....	526,646	177,459	39,149,645	715,358	481,356
Southern States.....	4,407,781	212,326	22,837,352	465,474	303,450
Standard, Ga.....	1,772,796	165,147	156,837,820	3,307,856	2,236,041
State Life, Ind.....	27,344,350	2,005,000	849,931,912	20,867,037	14,849,819
United Central.....	167,826,187	9,198,933	31,358,767	536,209	372,805
United L. & A.....	2,542,564	750,304	57,644,031	1,138,048	613,836
Volunteer State.....	6,836,099	600,000

COLUMBUS MUTUAL HAS ITS AGENCY MEETING

Some Interesting Points Were Brought Out at Cedar Point Rally

SPLENDID TALKS MADE

Cleveland, Michigan and Chicago Agents Contributed to Symposium of Practical Life Insurance Advice

That the agency force of the Columbus Mutual Life is growing by leaps and bounds was seen at the splendid attendance last week at the convention at Cedar Point, O. President C. W. Brandon was present in all his glory and was given many expressions of esteem and affection by the speakers. President Brandon is held in the highest regard by his men. They recognize him as a man who is absolutely square and honest in his convictions. He conceived the idea of having a life insurance company that would deal exact justice to policyholders and agents. Much of the time of the convention was taken in com-



C. W. BRANDON
President Columbus Mutual Life

menting on the so-called "Golden Rule Agency Contract." This is the contract that compensates agents according to their merit. Their renewals belong to them whether they leave the company or not. Their estate succeeds to the renewals. Every agent that appoints a new man derives some financial benefit out of it.

Kansas Was Full of Song

Ivan T. Quick, manager at Cleveland, presided at the first session in the absence of James A. Grizzard, who qualified as president of the convention because he is the largest individual producer. Mr. Grizzard arrived Thursday afternoon and spoke briefly. The Kansas delegation was on in fine shape, being led by I. W. Harrison of Hutchinson, Kan. Kansas was full of music and good cheer. The men and women from the state sang a number of songs, many of them being parodies and medleys. The Kansas agency is still young, but it is a monster in its possibilities.

B. B. Beck's Talk

The first address was given Wednesday morning by B. B. Beck of Massillon, O. Mr. Beck dwelt on the three strong arguments for the life insurance policy. First, the contingency of pre-

AFFIRM THE SENTENCE

PANDOLFO MUST SERVE TIME

Well-Known Life Insurance Operator of the Southwest Must Go to the Penitentiary

Samuel C. Pandolfo, who was formerly one of the great life insurance plungers of Texas, Oklahoma and other states, has had his sentence of 10 years in penitentiary for mail fraud affirmed by the United States Circuit Court of Appeals. He was sentenced in connection with the sale of stock in the Pan Motor Company of St. Cloud, Minn. The court also affirmed a \$4,000 fine.

In the trial before Judge Landis of Chicago it was brought out that Pandolfo made more than \$1,000,000 through a fraudulent mail stock selling scheme. In his halcyon days in the southwest Mr. Pandolfo gathered together a lot of high pressure salesmen and sky rocketed through the heavens for a short time with great brilliancy. Then the life insurance field seemed to be too barren for his efforts. He started the Pan Motor Company and ultimately got into trouble in his stock selling operations.

mature death; next, of total disability, and then old age. These are the three great arguments for life insurance and the modern life insurance contract meets them nicely. Mr. Beck said that the monthly income contract prevented the dissipation of life insurance funds coming into the hands of beneficiaries.

H. O. Kramer of Columbus, O., state manager of the North American Life of Chicago, was a guest of the Columbus Mutual. Mr. Kramer is one of the successful life insurance organizers and supervisors of the country. In his talk he said that the successful life insurance man starts when the average man quits. In soliciting insurance, Mr. Kramer said that it is very essential to get the prospect thinking about what the agent desires him to give attention to. That is the great secret of directing a man's attention along channels that are desired. Mr. Kramer said that when a prospect gave him the excuse that he wanted to talk it over with his wife, or that his wife was opposed to his taking insurance, he said: "My conscience! you are not going to break your marriage vow, are you?" Then Mr. Kramer explained that a man had taken a definite, positive pledge in the marriage ceremony to protect the woman he was marrying. He laid great stress on that feature of the marriage vow.

Spoiling Applications

Mr. Kramer said that when an agent who had been out at work during the day returned to his office, he always asked him how many applications he had soiled. Mr. Kramer advocated using the application blanks to get the attention of the prospect, even if it was necessary to tear up a number of them! As soon as an agent begins to write information into the blank, he can then tell whether he has the prospect interested or not. Mr. Kramer always tells the prospect to "Write your name here" and not "Sign your name here." He said that the use of the word "write" leaves a much better impression than "sign." He said that he always used the word "deposit" rather than "premium."

Grouped by Agencies

The sessions Wednesday afternoon, Thursday morning and Thursday afternoon were grouped according to agencies. The Cleveland agency had charge Wednesday afternoon with H. B. Tibbals as chairman. On Thursday morning the Michigan agency held the stage with Myron Hawkins of Charlotte as chairman. On Thursday the Chicago

(CONTINUED ON PAGE 20)

TO MEET IN CHICAGO

SECURITY LIFE'S PROGRAM

Eleventh Annual Convention of \$100,000 Club To Be Aug. 30-31—Evan Pugh New President

The Security Life of Illinois will hold the eleventh annual convention of its \$100,000 Club in Chicago Wednesday and Thursday of next week, with headquarters in the Sherman Hotel. The meeting will be called to order the morning of Aug. 30 by the retiring club president, W. J. Holpa, and will be turned over to the new president, Evan Pugh. The other officers of the club for the coming year are: F. A. Murray, vice-president; W. J. Holpa, second vice-president, and J. D. Ward, third vice-president. The convention program is as follows:

Greetings to club members—S. W. Goss, vice-president.

Response—W. J. Holpa.

Announcement of club officers, presentation of president's cup—By President O. W. Johnson.

Announcement of new club members and presentation of gold-diamond locket—club emblem.

Morning discussion—Evan Pugh, president of club, presiding.

The Conservation of Business: "The Business That Pays Is the Business That Stays"—Leader, F. Garland May.

A. It Pays the Policyholder—W. H. Sturgis.

B. It Pays the Agent—W. O. Hays.

C. It Pays the Company—J. C. Seitz, actuary.

D. Does the Way Business Is Written Affect Its Renewal?—F. L. Sparks.

E. Effective Methods in the Renewal of Business—T. S. Williamson.

One minute statements of experience of members in renewing their business. Statements confined to personal experience of speakers.

Remarks by President O. W. Johnson and the awarding of prizes to members having the best records in the renewing of business.

Business Insurance: "The Needs of Business Are the Reasons for Business Insurance"—Leader, Lewis Hart.

A. Business Needs That Business Insurance Satisfies—E. W. Russell.

B. The Pre-Approach—Diagnosis of the Insurance Needs of a Business Concern—D. S. Levin.

C. The Approach—A. C. Avery.

D. Selling Suggestions—F. A. Murray. General discussion. Questions and one minute statements of personal experiences in closing business insurance. Discussion closed by Lewis Hart.

Luncheon, 12:30; luncheon talks—Dr. Ira E. Hoffman, medical director; F. W. Bull, general counsel.

THURSDAY, AUG. 31

Prospecting—Leader, A. P. Thomas.

A. Survey of the Field—A. W. Lamar.

B. Sources of Prospects—A. Bigelman.

C. Prospecting Methods—Concrete Illustrations—L. O. Rust.

D. How I Find My Prospects—W. E. Bowlds, J. D. Ward.

One minute statements by members of individual best methods of finding prospects.

Life Insurance to Satisfy Human Needs: "Selling Insurance Is Influencing Persons to Satisfy a Need"—Leader, J. F. Bennett.

A. Importance to the Salesman of Approaching His Work From This Viewpoint—George A. Monroe.

B. Human Needs That Life Insurance Satisfies—A. J. Scull.

C. Illustration of Selling Plans—1. To Create Desire—Carl Maki. 2. To Supply Specific Needs—H. A. Herron.

Questions and discussion.

Meeting Objections—Leader, W. J. Holpa.

A. Causes of Objections—C. Edward Haley.

B. Objections That Are Merely Excuses and How to Meet Them—P. D. Vandever.

C. Methods of Meeting Objections—William Hordes.

D. Specific Objections—One minute answers to be given by members of the convention.

Questions and discussion—Discussion closed by W. J. Holpa.

Luncheon, 12:45—Luncheon talk by G. C. Gale, chairman of board.

FEDERAL LIFE AGENTS HOLD ANNUAL MEETING

Club Convention Started at Home Office in Chicago and Concluded at Toronto

C. C. McCUE IS PRESIDENT

Des Moines Man Heads Big Producers for Year—Interesting Program at All Sessions

TORONTO, ONT., Aug. 21.—Members of the Federal Life Club and the "Inner Circle" of the Federal Life of Chicago have just completed their eleventh annual convention. The meeting was in every sense a success, and unique in many ways. It began at the home office last Saturday. The entire day was devoted to a discussion of sales problems. In the evening the entire delegation boarded a special train for Niagara Falls. Sunday was spent in visiting the various points of interest at the Falls and the party came



C. C. McCUE, Des Moines, Ia.
President Federal Life Club

on to Toronto Sunday evening. The concluding business session was held here today. In following this plan the business sessions were pleasantly interrupted by a long to be remembered day of recreation and the members felt refreshed and ready for the big program that was carried out Monday.

McCue Is Club President

C. C. McCue of Des Moines is this year's president of the Federal Life Club. He presided at all of the business sessions. There are 31 members of the club and 17 members of the "Inner Circle." A large number of those who qualified brought their wives along with them, so that the Federal Life party was a rather large one. The opening meeting in Chicago started off enthusiastically with Oscar J. Kloer, well-known Chicago club entertainer, leading in congregational singing. Mr. Kloer made the trip to Toronto with the Federal Life family and furnished entertainment of one kind or another whenever there was a dull moment.

Mr. McCue in his annual address said that the readjustment period and time of difficult business that the country is

IN the Olympian days the news of the world was difficult to get. Newspapers were not in vogue and gossipers had a hard time of it. Although they had a fine site for a broadcasting station on top of Mount Olympus and satisfactorily controlled the lightning so that arrestors were not necessary, they hadn't figured out the value of the radio. What they did do, however, was to make a crack in Olympus so that Vulcan could shoot his vapor forth. Then they got their hands on an old hag, glossed her over, called her a prophetess and sat her near this fissure. Her job was to look into the deep hole and get the answer to all questions put to her. She guessed right so often they believed she was inspired. Many times they bribed her to find out what the future held in store. All this has been done away with. Modern people, thinking of the future think, also, of life insurance. It is the one, bright, reassuring comfort.



The Prudential
Insurance Company of America
Incorporated under the laws of the State of New Jersey
FORREST F. DRYDEN, President
Home Office, Newark, New Jersey

1867 **EQUITABLE LIFE** 1922

Insurance Company OF IOWA

Results of 1921

Insurance in force \$286,934,616.49
Admitted Assets \$ 39,234,839.04
Ratio of Actual to Expected Mortality 34.7%
68% of all business written since organization still in force.

For information regarding Agencies
Address:—Home Office: Des Moines

going through just now is bringing out the best that is in life salesmen. The real men, those who have the life insurance vision, are working harder than ever, and getting just as much business as before. The increased resistance on the part of the buying public is proving to be a test for life salesmen, and only the ablest are surviving.

Hamilton Urges Systematic Work

President Isaac Miller Hamilton extended greetings from the home office. Mr. Hamilton dwelt upon the importance of a life salesman's apportioning his work so as to produce consistently and steadily. He said that every man in the field should have a systematic plan in order to establish a well-rounded record. He pointed out that in times like these life men must make a special effort to renew business. Attention to conservation work is of the utmost importance. Mr. Hamilton said that the agent who makes a big record by putting a lot of business on the books one year, only to have it lapse off the next is making no substantial progress in life insurance work and cannot until he learns how to renew his business more satisfactorily.

Response on behalf of the life department was made by W. E. Moreland of Lawton, Okla., and on behalf of the accident and health by R. A. Ridgeway of Kansas City, Mo.

Darby Day Is Speaker

The principal speaker at the opening session was Darby A. Day, Chicago manager of the Mutual Life of New York, who had as his subject, "You as a Factor." Following Mr. Day's talk the meeting was adjourned and entire delegation went to the Chicago Yacht Club for luncheon. Situated in the center of Chicago's famous lake front, the Yacht Club proved to be a most delightful spot. The surroundings during the luncheon were so pleasant that President Hamilton concluded to hold the afternoon business session in the club's spacious library. Consequently, instead of returning to the home office, the members remained at the club during the entire afternoon. George Barmore, superintendent of agents, opened the afternoon session with his talk, "A Message to Federal Life Representatives." Mr. Barmore, who was largely responsible for all of the arrangements made for this year's meeting, is very popular with Federal Life men. He emphasized the necessity of selling policies to cover specific needs. He said that when an agent draws up a life insurance program for a prospect the possibilities of cancellations are smaller. When a policyholder buys insurance for a particular purpose and is following out a carefully worked out plan he is not liable to lapse his contract because of some difficulty in getting the money for the premiums. Instead, the plan will be

followed out and the insurance continued. It is where agents sell life insurance simply for the sake of making some money by the transaction and not to cover a definite need that the business lapses easily.

Short Discusses Fundamentals

Robert F. Short of Texas discussed "The Fundamentals of Life Insurance." Mr. Short declared that men cannot succeed unless they love their work and they cannot love their work if they do not understand it. An agent must know life insurance thoroughly in order to love it. Mr. Short said that when an agent understands what life insurance protection is, how a company operates, what its basic principles are, and how scientific the business is as a whole he can appreciate what he is selling and present it with a great deal of enthusiasm. R. S. Pope of Bay City, Mich., led the discussion on Mr. Short's paper.

R. A. Ridgeway of Kansas City, Mo., as the agent, and A. A. Cervantes of St. Louis Mo., as the prospect, gave a most interesting life insurance sales demonstration. Mr. Ridgeway used in his presentation a carefully drawn up outline for a prospect regarding whom he had all of the necessary facts. Both Mr. Ridgeway and Mr. Cervantes took their parts well, and during the course of the sales demonstration some excellent selling points were developed. Ross L. Bunting of Iowa led the discussion on the weak and strong points demonstration.

Accident and Health Talks

E. B. Forsythe of Missouri outlined "The Fundamentals of Accident and Health Insurance." In making his talk Mr. Forsythe got down to first principles and explained the operation of the disability contract and its principal feature. His paper was discussed by J. H. Mize of Texas.

Another sales demonstration of the vital points to emphasize in the sale of a noncancellable accident and health policy was given with Mr. Ridgeway again as the agent and Ross L. Bunting of Iowa as the prospect. In this case the prospect was delineated as one carrying a small cancellable policy, but who thought he was possessed of adequate protection. Discussion of the demonstration was led by L. J. Leahy of Chicago.

Prize Winners Announced

President Isaac Miller Hamilton was the center of attraction at what to many was the most important part of the Saturday afternoon session when he distributed the cash prizes to the leading producers. Texas is the state of honor this year, as the three leaders who captured the special grand prizes in the life department are all Texans. J. B. Sellheimer took the first prize of \$300 in gold for his production of \$470,-



ISAAC MILLER HAMILTON
President Federal Life



GEORGE BARMORE
Agency Superintendent Federal Life

000 of new paid-for life insurance. A. M. Batten of Texas ranked second and took the \$200 gold prize, and W. W. Keith of Texas was awarded the third prize in gold of \$100. Other winners of gold prizes who were presented with the fruits of their labors were W. E. Moreland, Oklahoma; R. F. Short, Texas; R. S. Pope, Michigan; Ben Thorpe, Texas; Fred Hicks, Michigan; J. H. Mize, Texas.

The prize winners in the commercial health and accident department were R. L. Bunting, Iowa; G. C. Bohon, Kentucky; E. B. Forsythe, Missouri; J. D. Thomas, Ohio; R. A. Ridgeway, Missouri. The prize winners in the monthly premium accident and health department were Lee O. Wright, Georgia; C. W. Revell, Georgia, and H. E. Lane, Illinois.

Canadian Officials Speak

At Toronto the scheduled program was broken into somewhat owing to the fact that Mr. Hamilton was able to induce the officials of several Canadian life companies to make brief talks. J. S. Weston, managing director, and George H. Hunt, agency superintendent of the Imperial Life of Canada, both addressed the Federal Life meeting. Mr. Weston is also president of the Canadian Life Agency Officers' Association. Mr. Hunt acted as chairman of the entertainment committee of the Canadian Life Underwriters' Association at the Toronto meeting.

George H. Harris, supervisor of service of the Sun Life of Canada, with headquarters at Montreal, also spoke briefly. Another outsider who contributed pleasantly to the program was Howard W. Harrington, advertising manager of the Moline Plow Company.

Jules Girardin of the Phoenix Mutual at Chicago, Ill., happened in on the meeting and in a brief talk urged all Federal Life men to cast their vote in favor of Chicago as the 1923 meeting place for the National Association.

Other Talks Given

Ben Thorpe of Dallas, Texas, gave a talk on accident and health insurance and there was a sales demonstration of the placing of a disability policy by C. C. McCue of Iowa and E. B. Forsythe of Missouri. Ross J. Ream, claim auditor, with headquarters in Missouri, was to have read a paper on "Claims Service and its Relation to Production," but owing to sudden illness was unable to appear. His wife read his manuscript in his absence. A partnership insurance sales demonstration was given by J. H. Mize and Morris Hochburg of Texas. J. B. Fellheimer of Texas, the company's leading producer, explained the advantages of monthly income insurance and followed his talk with a practical demonstration. He took the part of the agent and Ben Thorpe of Texas the part of a prospect.

Other speakers at the concluding session were A. A. Cervantes of St. Louis, Mo.; Mrs. G. G. Peaper of Oklahoma; L. J. Leahy of Chicago, and Mrs. M. A. Carroll of Iowa.

The meeting was closed with a banquet given to the agents of the company in Illinois, Indiana, Michigan, Minnesota, Iowa, Missouri, Oklahoma, Kansas and Colorado, by Federal Life representatives in Texas, Arkansas, Tennessee, Georgia, North Carolina, Kentucky, Ohio and Pennsylvania, the latter group being the losers in a contest for new gross premiums which was begun March 1 and terminated July 31.

Posey on Western Trip

Chas. R. Posey, manager at Baltimore of the Mutual Life of N. Y., and president of the managers' association of that company, arrived in Los Angeles last week, enroute homeward from the annual agency convention at Vancouver. Mr. Posey was accompanied by his family and during their stay in southern California they were entertained by Fred C. Hathaway, manager of the Los Angeles agency. They left Tuesday for the East, going via San Francisco and Salt Lake City, in each of which cities short stops will be made.

The Line Between—

The line between failure and success is so finely drawn that we scarcely know it. So fine that we are often on the line and don't know it. Many a man has thrown up his hands at a time when a little encouragement would have brought success. A word of advice, supported by experience, would have turned failure into success. The Officers of the Pan-American take a keen interest in the progress of all our Salesmen from the Beginners up. When you take our Course of Instruction you will get the benefit of their counsel, advice and help. They smooth the hard places by anticipating the difficulties that a Beginner is likely to encounter. Their experience will be your guide. They will pass on to you, insofar as it is possible, what it took them years of effort to acquire. With your earnest effort and the light of their experience—The Line Between—fades away—Success is yours!

Life Insurance Salesmanship is truly constructive work of the highest character. Can you imagine any higher or finer occupation? It is one into which you can put your whole heart and soul with never a doubt—or a fear—or an if—or a perhaps.

Remember, our Course of Instruction is free.

Address:

E. G. SIMMONS, Vice-President and General Manager

Pan-American Life Insurance Company

New Orleans, U. S. A.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers. C. M. CARTWRIGHT, Managing Editor; HOWARD J. BURRIDGE, Associate Editor; FRANK A. POST, Associate Editor.

PUBLICATION OFFICE, Insurance Exchange, CHICAGO
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5192, RALPH E. RICHMAN, Manager
E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE, 80 Maiden Lane, New York; Telephone John 1032
GEORGE A. WATSON, Eastern Vice-President

Subscription Price, \$3.00 a year; in Canada \$4.00 a year. Single copies 15 cents
In combination with the National Underwriter (Fire and Casualty) \$5.50 a year; Canada \$7.50

Use Seasonal Arguments

MANY life men use seasonal or timely arguments to clinch business. That means an agent must be alert, must use his observing power and adapt the lessons of the day to his canvass. For instance, W. J. OLIVE of Holland, Mich., general agent of the FRANKLIN LIFE, has been able to close business by using the strike situation as a graphic example of what life companies can do.

Mr. OLIVE, for example, will be talking to a merchant or manufacturer and will ask him if he can get an absolute guarantee against all loss from strikes. Mr. OLIVE inquires whether it is possible to secure insurance against loss of pro-

fits, loss of trade, loss of property, annoyance and so on. It is possible to secure insurance against some of these contingencies. The attention of the prospect is aroused. Mr. OLIVE then proceeds in his unusual approach in this manner:

"Old Mortality is on a strike. He is around trying to destroy people. You never can tell where he will hit. You are just as likely to be in his way as anyone else. My policy will absolutely protect you against the strike of Old Mortality. Your beneficiary or estate will be paid in full. That is strike insurance that is worth while."

Graduates Who Are Making Good

IN connection with the 25th anniversary of the founding of THE NATIONAL UNDERWRITER, it is interesting to recall some of the men who were formerly connected with the staff who have attained prominence with other papers or in the insurance business itself. THE NATIONAL UNDERWRITER office has sent out from its walls men of peculiar ability who have made good in their new field. They have maintained the confidence and high regard of their former associates. It is fitting that their names be chronicled because they had a part in the upbuilding of THE NATIONAL UNDERWRITER.

Among those that were formerly associated with us and who did particularly constructive work were CHAUNCEY S. S. MILLER, now publicity and advertising manager of the NORTH BRITISH & MERCANTILE fleet, who was formerly eastern vice-president in New York; R. W. CONDE, now secretary of the "Insurance Field," who was formerly business manager at the Chicago office; DAVID M. MACFARLAND, now business manager of the "Insurance World" of Pittsburgh, who was formerly business manager of the Chicago office; WILLIAM S. CRAWFORD, insurance editor of the New York "Journal of Commerce & Commercial Bulletin," who was formerly associate editor of THE NATIONAL UNDER-

WRITER; GEORGE W. WADSWORTH, president of the "American Insurance Digest" of Chicago, who was formerly secretary of THE NATIONAL UNDERWRITER; RICHARD C. BUDLONG, Philadelphia, superintendent of agencies of the industrial department of the GENERAL ACCIDENT, who was formerly on the editorial staff; FRANK W. PENNELL of New York, who is one of the star producers of the CERF agency of the MUTUAL BENEFIT LIFE, was formerly one of the associate editors; C. W. VAN-BEYNUM of Hartford, connected with the publicity department of the TRAVELERS, who was formerly associate editor; JOHN D. HOGSHEAD, who is insurance advertising solicitor for the New York "Journal of Commerce & Commercial Bulletin," was formerly traveling representative; GEORGE H. HOLDEN, the well-known broker and insurance writer of New York, was formerly eastern editor; CHARLES F. HOWELL of New York, managing editor of the "Weekly Underwriter," was formerly eastern editor; VICTOR E. RUSSUM, Chicago general agent of the MANHATTAN LIFE, who was formerly associate editor; J. H. HIGGINS, former vice-president, is now head of the AMERICAN TRAVELERS ASSOCIATION of Indianapolis; L. W. SNIDER, Wisconsin state agent of the CONCORDIA FIRE, who was formerly traveling representative.

Discussing a Prospect's Will

A LIFE man said the other day that he had found a most excellent means to get the attention of prospects is to talk over with them about their will. Some men of considerable means do not understand what becomes of property if there is no will left. Others by mistake will hamper the administration of an estate. This life man said that he had kept himself well informed regarding wills, the law pertain-

ing the descent of property and how to carry out the program that a man has in mind. This life man says that he is often astounded at the ignorance of very intelligent people on this subject. It is one in which a man is interested, especially where he has made no will or where a man tied himself into a knot by some critical blunder that has done irreparable damage.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

William R. Baker is likely to be the youngest superintendent of insurance Kansas has ever had and may be one of the youngest insurance supervising officials in the country. Capt. Baker is only 28 years old. He is practically certain of election, as Kansas regularly elects the Republican state ticket, regardless of what she may do on governor and the members of congress. Mr. Baker has won the Republican nomination from C. E. Hobbs by a small plurality.

William R. Baker was born in Rosedale, Kan., and after graduating from the University of Kansas and from its law school as well, he opened a law and fire insurance office in Rosedale, now a part of Kansas City, Kan. He was just getting his business fairly well organized when the world war broke out.

Mr. Baker organized a company for the 117th ammunition train, the famous supply train of the Rainbow division. Frank L. Travis was lieutenant colonel and commander of the train. Baker was named as captain of a wagon company. He went to France with Travis and the train, was personnel adjutant and held various positions with the outfit during its long service abroad. Col. Travis was sent home directly after the armistice was signed, but Baker stayed with his company and the train until the entire outfit was brought home.

Capt. Baker became assistant superintendent of insurance under Col. Travis after his return. He served in this position only a little more than a year, when he resigned to become the actuary for the Liberty Life of Topeka. Later he took over the health and accident business of that company and resigned in April to conduct his campaign for superintendent. There were five candidates against him in the race.

E. Lee Long, vice-president of the Clinchfield Coal Corporation, at Dante, Va., is a director in the Shenandoah Life. He is regarded as one of the most capable coal operators in the country and has recently been selected by the government to cooperate with other coal operators in handling the price situation coming out of the present coal strike. Mr. Long, through the years that he has been handling the Clinchfield interests in Virginia, has shown a wonderful grasp of human nature in the handling of men. His coal mining organizations, which are non-union, have taken many prizes in various parts of the country for high efficiency in avoiding mine disasters.

Mr. Long is associated with conservative interest along educational lines in Virginia, being on the staff of the educational department in Richmond. He is also a member of the commission appointed by Governor Davis, as is also Senator W. L. Andrews, secretary-treasurer of the Shenandoah Life, to conserve the great harbor and deep water interests of Virginia.

George Kuhns, president of the Bankers Life of Iowa, is a deep sea fisherman of note. So the other day when one of the Des Moines newspapers announced that a young woman swimmer would play the fish and defy any fisherman to land her, Mr. Kuhns accepted the challenge. Unfortunately, Mr. Kuhns was called from the city the night before. He arranged for Ernest Brown of the Interstate Business Men's Accident of Des Moines, to take his place. Mr. Brown, who has made a reputation in snagging tarpon in the gulf, took his outfit to the Camp Dodge pool and landed the fair mermaid in a trifle over three minutes. It was a lively battle while it lasted.

Down at Rocky Mount, Va., in the famous county of Franklin, lives Charley J. Davis, cashier of the People's National Bank. He is not only a good

banker, but he is known pretty well over the country to life, fire and casualty men and companies as a good, consistent producer. He is known as "the praying banker." One night every week the "Charley Davis prayer meeting" is held "in an upper room" over the bank. No ministers are permitted to attend. Charley leads this meeting and every man present has to offer prayer. Charley Davis has a way of carrying his religion into his life insurance work. He believes with the late T. De Witt Talmadge that "God has no use for a man that will go to heaven and wear a white robe and let his wife take in washing down below."

Mrs. M. A. Carroll, district manager of the Federal Life at Cedar Rapids, Ia., made a whirlwind finish in her campaign for a sufficient volume of business to qualify her for membership in the Federal Life Club, and to entitle her to the trip to Toronto, Can., given by the company to its leading producers. Two weeks before the close of the club year Mrs. Carroll discovered that she was considerably behind her allotment. She determined to write at least as much business as was designated by the home office, and commenced to round up every possible prospect. In less than two weeks' time she wrote \$158,000 of life business which more than put her over the top. In recognition of her unusual production Ross L. Bunting, state manager of the Federal at Des Moines, presented her with a handsome platinum wrist watch.

Judge C. S. Younger of Celina, O., who is assistant superintendent of insurance of Ohio, was nominated at the Republican primary election as a candidate for judge of the court of appeals of the third appellate district, which is composed of 16 counties in northwestern Ohio. His name will appear on the judicial ticket at the November election in that district.

He has the distinction of being twice elected judge of the probate court, as a Republican, in Mercer county, which is and always has been strongly Democratic.

He served as grand master of Independent Order of Odd Fellows of Ohio in 1914 and 1915, and is now one of the representatives from Ohio in the Sovereign Grand Lodge of that order, which convenes in Detroit in September. He is also a Scottish Rite Mason and a member of Aladdin Temple of the Mystic Shrine of Columbus.

The August number of the "Jeffersonian," the house organ of the Jefferson Standard Life, is devoted to the celebration of the company's 15th anniversary of existence. The Jefferson Standard was organized at Raleigh, N. C., in 1907, by P. D. Gold, its first president, and his brother, Charles W. Gold, the present treasurer of the company. It absorbed the Southern Life of Durham, and in 1912 was merged with the Security Life & Annuity of Greensboro and the Greensboro Life, of the same city, and the home office of the enlarged organization moved to Greensboro.

Henry H. Cobb, district agent at Birmingham, Ala., of the New York Life, has been elected president of its Eastern \$200,000 Club. Mr. Cobb's record of \$2,200,000 for the year ending June 30 was unexcelled during that period by any other member of the New York Life Clubs. Only two former records exceed it, the 1919 mark of \$2,650,000, and the 1920 record of \$2,340,000.

Edwin H. Lupton, president of the Bank Savings Life of Topeka, Kan., died in a Colorado sanitarium last week following an operation. He had been in ill health for some months and re-

cently went to Colorado for treatment. Mr. Lupton went to Kansas nearly 40 years ago and for 30 years was engaged in the farm mortgage business in western Kansas. In 1912 he became president of the Bank Savings Life and has had an active hand in building up the company to one of the largest and most successful of the Kansas companies.

The "Eastern Underwriter" of New York did another very good piece of constructive work in getting out another edition of its so-called "Gold Book of Life Insurance Selling." This is an annual edition of contributed articles devoted to life insurance salesmanship and life insurance features. Editor Clarence Axman has worked up an annual publication of great value to companies and agents.

A. W. Layman, who was secretary of the National Life of Des Moines up to a year ago, when ill health compelled him to retire, died at his home in Des Moines Saturday. He was 51 years old.

A. W. Duke, supervisor of the Shenandoah Life in Virginia and West Virginia, is taking the desk of Agency Manager W. F. Macallister, during the latter's motor trip through the eastern states and while he is attending the convention of the National Association of Life Underwriters at Toronto. He is a delegate from the Roanoke Life Underwriters Association. He will return to New York and spend a week or so there and then go on to Washington, D. C., to secure a manager for the District of Columbia.

George Buchanan of Sheboygan, Wis., has left for New York on the first lap of his proposed trip around the world. Mr. Buchanan will visit 11 countries, staying in England 15 days, two months on the continent in Germany, France and Italy, Monte Carlo and then Egypt, Ceylon and India, a month in China and Japan and the Hawaiian Islands. Mr. Buchanan for the past nine years has acted as special agent for the Northwestern Mutual Life. He has been in the insurance business 22 years.

The Billy Sunday Club of Charleston, W. Va., is supplying vacant pulpits with its members during the August vacation. Sunday last the big First Methodist Church pulpit was occupied by John Sherman Darst, former insurance commissioner of West Virginia. He spoke straight from the shoulder and delivered a good orthodox sermon. He took occasion to repeat what he had formerly administered, a bold exhortation of men who taught evolution in colleges. Mr. Darst has been criticised by press and many people for his stand in this matter, but he sticks to his position.

E. J. Hutchinson of Champaign, Ill., manager of the Illinois Life, is seriously ill with typhoid fever. He was present at the laying of the cornerstone at the home office in Chicago, the first week in the month. He was taken ill the Sunday following and his condition has been very grave. Two nurses have been in constant attendance. Mr. Hutchinson, or "Old Hutch," as he is affectionately called by the Illinois Life force, has a wealth of dry humor and philosophy in his make-up. He is always in demand at agency meetings of the Illinois Life.

Frank W. Bland of New York, associate manager of THE NATIONAL UNDERWRITER and affiliated publications, has announced his engagement to Miss H. M. Ronnebaum of Cincinnati. Miss Ronnebaum has been associated with the L. D. Drewry General Agency of the Mutual Benefit Life at Cincinnati. Mr. Bland is widely known to insurance men in all branches of the business throughout the East and Central West. He is one of the most popular men in the ranks of insurance journalists.



There Is Nothing Just As Good

We repeat "there is nothing just as good." No two products are the same. No two insurance companies are the same. They do not operate the same, neither are their agency problems handled in the same way. The forces brought to bear in helping agents react in entirely different directions.

But one thing can be said of the Peoples Life. The treatment and consideration of their agents is unassailable. The agents rally to their company for they know, full well, that there is no "just as good." They are well satisfied and contented.

PEOPLES LIFE INSURANCE COMPANY

Frankfort, Indiana

Our Agents Have A Wider Field— An Increased Opportunity

Because we have Age Limits from 2 to 60. Policies for substantial amounts (up to \$3,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan. Participating and Non-Participating Policies.

Same Rates for Males and Females

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

**"THE OLD COLONY LIFE INSURANCE
COMPANY of CHICAGO, ILL."**

Incorporated 1851

BERKSHIRE LIFE INSURANCE COMPANY PITTSFIELD, MASS.

W. D. WYMAN, President

This Company has always pursued those policies in the conduct of its business that have given it a high reputation for stability and fair dealing.

Has always rendered the highest grade of service to its policyholders.

Has always extended reasonable assistance and encouragement to its representatives to develop and hold their business.

Its policy contracts give to each individual insurer full protection, safe-guarding, at the same time, the interest of all policyholders.

Winfield S. Weld, Supt. of Agencies.

You can obtain quick and satisfactory Service when
placing your excess Life Insurance with

The Reinsurance Company of Canada WATERLOO - ONTARIO

COVERAGE ON TERM OR COINSURANCE PLAN

Incorporated in 1862 in the Commonwealth of Massachusetts

Named JOHN HANCOCK in honor of the first Governor of Massachusetts, and first sign of the Declaration of Independence.

In 60 years it has grown to be the largest fiduciary institution in New England.

Policies made secure by reserves maintained on the highest standard with an adequate Contingent Fund providing protection against all emergencies. Total Assets, \$239,693,000; Policyholders' Reserves and all Other Liabilities, \$226,361,000; Contingent Fund, \$13,332,000.

Policy contracts include all equities and options.

Business done through agents. Information and advice on any matter relating to life insurance are available at any time through the Agencies or Home Office of this Company.

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON MASSACHUSETTS

A POINT IN YOUR FAVOR

The Grange Life is an opportunity for live agents. They have that opportunity of selling a policy lower in cost than many others and can still go into any community, confident in the knowledge that the protection they offer cannot be bettered nor the company they represent be outdone in service.

GRANGE LIFE INSURANCE COMPANY LANSING, MICHIGAN

N. P. HULL, Pres.

C. H. BRAMBLE, Secy. and Treas

I. D. WALLINGTON, S. pt. of Agents

COLD CANVASS USED IN SUMMER BUSINESS

One Underwriter Finds This
Method of Solicitation
Valuable

AFFECTS AGENT'S MORALE

Says it Enables Him to Work More
Earnestly, Especially During
Vacation Season

The value of the cold canvass in the solicitation of life insurance is always a matter of open discussion and there are always the advocates and the opponents, but the views of one agent who took advantage of the summer months to try the system are interesting. The particular agent had always been strongly opposed to the use of the cold canvass and had developed a highly perfected prospect system, but this summer the annual exodus of his prospects to summer resorts and golf links so broke into his program that he determined to set it aside for a few weeks and try out the cold canvass. He found it difficult to make appointments and locate his prospects in their offices. His elaborate prospect system did not appear to fit into the conditions existing during vacation season. Thus he opened a campaign of cold canvass solicitation and, to his surprise, received excellent results.

Definite Program

This agent outlined a definite daily and weekly program for his work, using the same systematic methods that he used ordinarily. He set up a quota for daily calls and for weekly production. The calls were mapped out each day and routed so as to conserve his time. Using the many sources for prospects that are often listed, such as newspapers, trade journals, friends, he built a skeleton route and filled in the gaps with the names of those whose positions or apparent circumstances indicated them as good prospects. When he passed an office that looked inviting, he would drop in and gain an interview. Also, when he found the person upon whom he intended to call not in, he would quickly substitute another in the office as his objective, wherever possible. Working a full day each day and maintaining his quota of interviews, he succeeded in securing business in such a volume that even his customary quota was passed, his usual summer business being well exceeded.

These results were accounted for by several factors, but one of the chief listed by the agent was the psychological effect of the cold canvass. He said that when a set prospect system is being followed and only appointed and planned interviews are made, each rebuff in the form of an absent prospect tends to discourage an agent. During the summer months, when vacations are being taken by thousands and golf and other outside interests are taking others from their offices, the tremendous num-

ber of such rebuffs or interferences with the routine have the effect of making the agent feel that further solicitation is useless. Even the most industrious of agents is apt to be so affected. However, when the cold canvass is used and there is no anticipated interview or application, the failure to see a man has no such effect. If the prospect is seen, well and good; if not, others are seen and there is no disappointment. This summer's experience put the cold canvass into the class of valuable methods, especially for summer solicitation, in the mind of this agent. He believes that the cold canvass keeps the solicitor constantly on his feet and expectant, and that, if a definite goal is set, it will offset all tendency toward summer let-down in effort.

Overcome Difficulties

The usual objection, that of difficulty in the interview arising from lack of acquaintance or information concerning the prospect, was overcome by this agent. He said that in his view it was entirely a matter of mental attitude and that such interviews were difficult because the underwriter had made up his mind that such would be the case. He had always been of this opinion, but when he undertook the cold canvass as a summer alternative and took up the work with a confident and determined attitude, he found that his interviews were, if anything, improved. They were less set and developed a more personal air, emergencies being met as they arose. It also made more of a novelty of the approach and created greater interest in the work.

This is a case of a convert to the cold canvass method. It is true, however, that for every convert to the plan there could be found a convert away from the cold canvass. There is always a divergence of opinion on this point and each life underwriter has his own ideas as to solicitation and proper canvassing methods. Some agencies are entirely sold on the value of the cold canvass and produce practically all of their business on this basis, while others depend entirely on special leads and well-planned approaches. It appears to be but one feature in the development of business-getting methods and each underwriter acquires his individual liking for the methods of approach.

FORMING A CHICAGO COMPANY

Great Western Life Is To Be Launched
by E. H. McConkey, With
Capital of \$300,000

A charter has been granted by the Illinois insurance department to the Great Western Life of Chicago, a stock company to have an authorized capital stock of \$300,000, divided into 12,000 shares at a par value of \$25. The charter grants permission to the company to write life, accident and health insurance upon completion of organization. E. H. McConkey, one of the organizers of the Chicago National Life, as well as formerly in the field as general agent for the Reserve Loan Life and connected with several other companies, is organization manager for the new company. He has opened offices at 1302 Rector building in Chicago and is now working out details of the organization and preparing to float the stock issue. S. S. Parks of Chicago is attorney for the company. Nothing has been done as yet towards marketing the stock issue and the necessary details have not been filed with the Illinois department, but it is expected that these will be completed within 30 days.

Classed As Insurance Companies

Family protective associations with insurance benefits are insurance companies and must file incorporation and organization papers with the insurance commissioner, the Wisconsin attorney general decided in an opinion to the secretary of state. The case in question is that of the Catholic Family Protective Association of Wisconsin.

EXPECTATION OF LIFE IS GREATLY IMPROVED

Interesting Figures Based on 1920
Census Given Out by U. S.
Department

KANSAS IS FIRST STATE

People There Longest Lived in United
States—Washington, D. C., Leads
Among Large Cities

WASHINGTON, D. C., Aug. 15.—The Department of Commerce announces that abridged life tables based upon the 1920 United States census will soon be issued showing conditions in 24 states and 14 large cities, also in the territory of Hawaii. Altogether these tables cover 75 percent of the total population of the United States. They show for these states and cities taken as an aggregate, that the expectation of life at birth is 53.23 for white males and 57.41 for white females.

According to these tables the longest lived people in the United States are the Kansans, the expectation of life in Kansas being 59.73 for white males and 60.89 for white females. Wisconsin ranks next with 58.77 years for white males and 60.70 for white females. If a record as standard of comparison be desired it may be found in the figures for females in the county of West Sussex, Eng., whose expectation of life, the highest ever published officially by any country, was 63.05 in 1911-12.

Washington Leads Large Cities

Washington, D. C., outranks all other of the 14 cities with 53.83 years as the expectation of life for white males and 59.83 for white females. Pittsburgh comes at the foot of the list with 47.16 years for white males and 50.42 for white females.

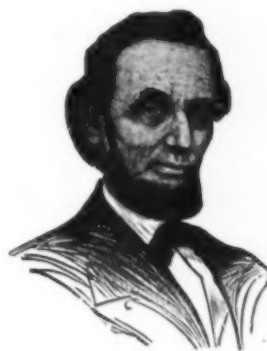
For negro males in the large cities the expectation of life is 37.92 as compared with 51.55 for white males, a difference of 13.63 years. For negro females the figure is 40.28 and for white females, 54.77.

For purposes of comparison and to indicate progress, a table is included covering the census years 1910 and 1920. This, however, is restricted to the "original registration states," which include the six New England States and also New York, New Jersey, Indiana, Michigan and the District of Columbia, since figures for other states are not available as far back as 1910. Within this area the expectation of life for white males has advanced from 50.23 in 1910 to 53.98 in 1920, an increase of 3.75; and for females it has advanced from 53.62 to 56.33, an increase of 2.71.

Marked Improvement Shown

For those males who have reached the age of 32 the expectation of life is 34.93 years, and for those who have reached the age of 62 it is 13.38. For white females it is 36.12 at the age of 32, and 14.01 at the age of 62. These life tables show a marked improvement in mortality conditions among all classes between 1910 and 1920 except at certain ages between 17 and 32, these exceptions being due to the influenza epidemic.

While the various mortality conditions show that the chances of living are much more favorable among whites than among negroes, the improvement among negroes between 1910 and 1920 was slightly greater than among whites. Had it not been for the influenza epidemics of 1919 and 1920 the



*It's not the applications,
Nor the prospects on the way;
It's the policies you place in hand
That bring the coin to stay.*

Your financial success as a life insurance salesman depends altogether upon the number of policies you place. You get returns only on the contracts you deliver. Rejections mean not only loss of business but also waste of valuable time in work which proved fruitless.

You have a chance to make all your work count when you "Link Up With The Lincoln" because The Lincoln National Life Insurance Company issues policies on practically all applications sent in.

Lincoln Life also believes that the speed with which your business is handled has a value in dollars and cents to you. It mails out the majority of its policies within twenty-four hours after the applications are received at the Home Office.

You can probably get a contract direct with the Company, to work in the territory where you now reside, if you apply today.

Tomorrow it may be too late to

LINK UP WITH THE LINCOLN

The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$220,000,000 In Force

KANSAS' GREATEST LIFE INSURANCE COMPANY

Invites Inspection—Inquiry of Integrity

The Farmers & Bankers Life Insurance Company

Home Offices

Wichita, Kansas

New Disability Clause

Two years ago this Company devised a Disability provision which was far in advance of any that had been previously contained in a life insurance policy. We now announce a new Disability provision. Its features are:

Immediate beginning of a lifelong monthly income.

When total and permanent disability has lasted five years, the monthly payment will thereafter be increased 50%.

When total and permanent disability has lasted ten years, the original monthly payment will be increased 100%.

Total disability that has lasted three months will be assumed to be permanent.

Waiver of premium, of course, together with full annual dividends and a full annual increase in cash surrender value.

As age increases, and the family income dwindles through diminishing resources, the disability income increases to meet the increased need of income.

For terms to producing Agents address

The Mutual Life Insurance Company of New York

34 Nassau Street, New York

J. O. LAUGMAN, President

DR. ANDREW JOHNSON, Secretary

International Life & Trust Company

offers up-to-date contracts for good men.

Sohrbeck Building
MOLINE, ILLINOIS

THE MIDLAND MUTUAL LIFE INSURANCE Company of Columbus, Ohio, an established, conservative, high-grade and progressive Middle Western Company, has been admitted to Pennsylvania and will thoroughly organize it at once.

General Agencies will be established at places where territories can be arranged.

Men of character may apply to their advantage and those with local acquaintance will be preferred.

Address Home Office.

expectation of life shown for 1920 would have been considerably greater for both whites and negroes.

The following table shows the various areas ranked according to the complete expectation of life at birth for each sex:

COMPLETE EXPECTATION OF LIFE AT BIRTH—1920

White (except in Hawaii)

Area	Males
Kansas	59.73
Wisconsin	58.77
Minnesota	58.54
Tennessee	58.49
Oregon	57.82
Washington	57.82
Kentucky	57.61
North Carolina	57.55
Indiana	56.84
Virginia	56.75
Missouri	56.74
Ohio	56.18
South Carolina	55.76
Utah	55.31
Michigan	55.07
Illinois	55.01
California	54.36
Massachusetts	54.00
Connecticut	53.84
Washington, D. C.	53.83
New Jersey	53.77
Maryland	53.57
Los Angeles	53.35
Pennsylvania	53.16
New York	52.74
St. Louis	52.46
Cleveland	52.44
Chicago	52.19
Philadelphia	52.08
Detroit	52.03
San Francisco	51.68
New York City	51.52
Baltimore	51.11
Boston	50.55
Buffalo	49.53
New Orleans	49.39
Japanese in Hawaii	49.30
Hawaii (all races)	47.60
Pittsburgh	47.16
Aggregate	55.23
Original registration states	53.98
Aggregate in cities	51.55

Negro

States with more than 5 percent negro population	46.25
States with less than 4 percent negro population	40.14
Original registration states	37.96
Large cities	37.96

Area	Females
Kansas	60.89
Wisconsin	60.70
Minnesota	60.58
Washington	60.44
Oregon	60.31
Washington, D. C.	59.83
Missouri	58.95
Tennessee	58.42
Utah	58.41
Virginia	58.35
California	58.32
Ohio	58.27
North Carolina	57.87
Illinois	57.57
Kentucky	57.53
Los Angeles	57.51
South Carolina	57.51
Indiana	57.45
Connecticut	56.76
Massachusetts	56.50
San Francisco	56.50
New Jersey	56.47
St. Louis	56.14
Michigan	55.94
Cleveland	55.85
Pennsylvania	55.85
Maryland	55.82
New York	55.66
Chicago	55.33
Philadelphia	54.83
New York City	52.72
Baltimore	54.24
New Orleans	54.01
Detroit	53.43
Boston	53.32
Buffalo	52.98
Pittsburgh	50.42
Japanese in Hawaii	47.70
Hawaii (all races)	47.31
Aggregate	57.41
Original registration states	56.33
Aggregate in cities	54.77

ASKS NEW STATE LAWS

WOULD RESTRICT FRATERNALS

Insurance Commissioner Makes Important Recommendations for Legislation in That State

A check on fraternal organizations in Tennessee is urged in the annual report of Commissioner Rogers and recommendation is made for legislation requiring fraternal to deposit at least \$10,000 with the department upon organization, and that all fraternal in the state be put upon the same basis, regardless of the contract issued. Under the present laws fraternal are organized without a deposit of any kind and in the case of those writing a contract less than \$250 there is no check upon the organization whatever. It is now difficult to tell just what organizations are under supervision of the department and an examination is required before this can be ascertained. Commissioner Rogers suggests that all fraternal be put upon the same basis and a deposit of \$10,000 be required for operation.

Apply Resident Agents' Law

It is also recommended in the commissioner's annual report that all life insurance companies and fraternal societies be included in the resident agent's law. At present the law providing that no business can be written except through licensed local resident agents specifically exempts life companies, fraternal societies, reciprocal or inter insurers or mutual insurance companies. Commissioner Rogers recommends that the act be amended so as to include all forms of insurance written in the state, as that is the only method the department has of checking up on the amount of taxes due the state. An agent qualification law is also recommended by the commissioner.

The Provident Life & Trust has opened a new office at Hibbing, Minn., with W. R. Willcuts in charge as district manager.

Negro

States with more than 5 percent negro population	45.38
States with less than 4 percent negro population	42.46
Original registration states	41.16
Large cities	40.28

EXPECTATION OF LIFE

Original Registration States

Year	Sex	White		
		Age 0	Age 32	Age 62
1910	Males	53.98	34.93	13.38
	Females	50.28	33.33	12.85
Difference		3.75	1.60	.53
1920	Females	56.33	36.12	14.01
	Females	53.62	35.40	13.70
Difference		2.71	.72	.31
Year	Sex	Negro		
		Age 0	Age 32	Age 62
1920	Males	40.14	28.50	11.42
	Males	34.05	26.16	10.88
Difference		6.09	2.34	.54
1920	Females	42.16	28.82	12.12
	Females	37.67	28.33	11.96
Difference		4.49	.49	.16

LIVE MEN CAN DOUBLE THEIR INCOME SELLING OUR Monthly Pension Bonds

(Copyrighted)

Under Our Service Pension Contract

THE LA FAYETTE LIFE INSURANCE CO.

W. W. LANZ, Secretary

LA FAYETTE, INDIANA

A. E. WERKHOFF, President

LIFE MAN'S STANDING IN HIS COMMUNITY

Darby A. Day, Chicago Manager
of Mutual Life, in Spirited
Address

TALKS TO FEDERAL FOLKS

Points Out the Importance of the Sales-
man of Life Insurance to the
People

Sometimes life insurance salesmen
need as much as anything else to have
their backbones stiffened. They must be



DARBY A. DAY
Chicago Manager, Mutual Life

reminded of just how important they
are to the community and the nation.
They must be made to see their own
position from an angle from which they
had not formerly viewed it. With this
thought in mind, Darby A. Day, Chi-
cago manager of the Mutual Life of
New York, addressed the agency con-
vention of the Federal Life at Chicago
last week, taking as the theme of his
address, "You as a Factor."

Mr. Day said that any successful life
insurance man is performing a responsi-
ble important service to the community
in which he resides. Many life insur-
ance men, Mr. Day said, do not know
how extensive and far reaching the re-
sults of their work are. He said that any
producer who has written from \$100,000
to \$200,000 of life insurance for a period
of 10 or 15 years has done more for
the community as a whole than has the
richest man in that section of the coun-
try who has distributed his money very
liberally to various charitable organiza-
tions.

Great Work of Life Men

The life insurance man has been the
means of providing deserving children

and needy women with money at a time
when they were afflicted with sorrow
and distress and money was more nec-
essary and important than anything
else. The rich man in his distribution
for charitable purposes is, of necessity,
limited. He can give his money only
to those to whom he believed to be de-
serving, but he cannot always be cer-
tain that his money goes to the proper
places. It may fall into undeserving
hands. But the life insurance man
knows that every man to whom he sells
life insurance needs more than he is able
to buy. When such a man dies his
family may be in positive want. The
life insurance money that will come to
them will constitute the bulk of the es-
tate. Were it not for life insurance,
widows and orphans in hundreds of
thousands of cases would be in dire dis-
tress. The life man, Mr. Day said,
should be encouraged and inspired to
greater efforts by the knowledge that
every policy he sells is some day going
to bring joy and sunshine to a widow
who might otherwise be in greatly re-
duced circumstances.

Sell Investments at Par

Mr. Day quoted a well known figure
in public life as having said that he
would sell every investment he ever
made in his life at par and be satisfied.
That is, he had made during the course
of his career, so many unwise invest-
ments that brought him nothing that,
averaging the good with the bad, he
would be willing to take the par value
for every investment he had ever pur-
chased. Mr. Day said that if a man
known to be wealthy and successful
finds that after many years his invest-
ment has netted him no profit, it is very
reasonable to conclude that the small
investor has very little chance and to
see that life insurance, which is not sold
as an investment, is after all, an invest-
ment of the soundest sort. It gives its
owner 100 cents on the dollar, always.
It never fluctuates. When the life insur-
ance company itself loses money on
an investment, the policyholder is never
affected. The company absorbs the
loss. No life company has all of its in-
vestments in one class of securities. If
certain investments are down in value,
the company can commence to invest
its money in other forms of securities.
In any event, the policyholder loses
nothing. His contract is always worth
its face value.

Character of the Agent

The average man buys life insurance
from an agent because he believes in
the sincerity and honesty of the man
who presents life insurance to him. The
attitude of the agent, his manner, his
presentation and his reputation have
more influence on a prospect than any-
thing else. The size of the company,
the amount of its surplus or the num-
ber of years it has been in business do
not carry a great amount of weight. If
a prospect finds that the agent who is
soliciting him is earnest, sincere and
firm in his belief in life insurance, he
is very likely to buy from that man even
though he presents his subject not so
smoothly as the man across the street
who is perhaps better informed but is
at bottom a professional salesman. In
short, the life man who believes in him-
self and has perfect faith in what he has
to sell and the importance of the work
he is doing, such a man can sway and
move his prospects. But if he were not
himself impressed with the importance

TO THE RIGHT MAN

We will offer a direct contract, providing splendid
first year commissions, very liberal renewals, and an
exceptionally favorable arrangement for financing a
General Agency at the following points:

Grand Rapids, Michigan
Chattanooga, Tennessee
Kansas City, Missouri
Columbus, Ohio
Topeka, Kansas
Des Moines, Iowa
Sioux City, Iowa
Rockford, Illinois

Your Correspondence Will Be Treated in Strict Confidence

Address

O. J. Lacy, Second Vice-President in Charge of Agencies
of

**The Minnesota Mutual Life
INSURANCE COMPANY**

St. Paul

Great Republic Life Insurance Company

LOS ANGELES, CALIFORNIA

Many Agents are Doubling their Production through Sale of
the Company's New 20-Payment Life Policy.

Liberal First Year and Renewal Contracts offered to Field Men
of High Character and Ability. A few General Agency openings
now available. For full information write to nearest address
shown below:

E. L. BLACK, State Manager,
Wheatley, Arkansas.

H. S. BRIDGEWATER, Manager,
Central Department,
1951-52 Railway Exchange Bldg.,
Saint Louis, Mo.

J. R. RAILEY, Manager,
Southwestern Department,
401 Dallas County State Bank Bldg.
Dallas, Texas.

W. H. SAVAGE, Vice-President and Agency Director

**THE Twin City Life
INSURANCE COMPANY**

SAINT PAUL

MINNESOTA

Do you want to locate in the Northwest? We can offer you
liberal contracts in Minnesota, North Dakota or South Dakota.

Write Us

A. M. MIKKELSON, Secy.

J. IVAN RHEA, Supt. of Agents

MUTUAL TRUST LIFE INSURANCE COMPANY

EDWIN A. OLSON, PRESIDENT

Insurance in Force \$75,000,000

Assets \$7,512,613.17

Surplus \$635,128.94

Issues Continuous and LIMITED Payment Life, Endowments at ages 35, 40, 45, 50, 55, and 60. A special low premium BUSINESS
and PROFESSIONAL Man's Policy. A Special Farm Mortgage Policy—Monthly Incomes—Child's Endowments. Disability Income
and Double Indemnity Provisions.

THESE POLICIES PLUS A LIBERAL CONTRACT EXPLAIN THE CONSPICUOUS SUCCESS
AND PERMANENCE OF MUTUAL TRUST MEN

For Agency Openings Address:

GILBERT KNUDTSON, Vice President

Home Office, 30 N. La Salle St., Chicago, Ill.

National Temperance Life Insurance Company

Now being organized—Capital Stock \$100,000

A RARE OPPORTUNITY

For men of character and ability who know Temperance people and who can sell Life Insurance and Life Insurance Stock

The men who qualify now in the sale of the stock of this Company will be preferred as

STATE MANAGERS
when the Company is organized.

HERE IS YOUR OPPORTUNITY—CAN YOU QUALIFY?

Write for particulars. Give experience and references.

JOHN D. KNAPP, Organizer
30 N. La Salle St., Chicago

THE PERFECT PROTECTION POLICY OF THE RELIANCE LIFE

gives you something absolutely new and different to talk to your prospects. Gives you a chance to earn more money than you are now making.

Our Life Insurance Contracts contain the most up-to-date clauses known to the Insurance World. The Accident and Health gives full protection for at least a third less cost than regular casualty companies. Our agency contracts are as liberal as can be made.

WRITE AND WE WILL TELL YOU MORE ABOUT OURSELVES

Reliance Life Insurance Company of Pittsburgh Farmers Bank Building Pittsburgh, Pa.



We issue all standard forms of Life Insurance Policies. Every policy protected by Deposit of Full Legal Reserve with the State of Iowa.

"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → **LATEST POLICIES AND AGENCY CONTRACT** **FOR FACTS**

Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

Philadelphia Life Insurance Company

If you live in Illinois and if you desire to establish a Local General Agency in your city,

ADDRESS

Manager of Agencies or **Michael Montague, State Agent**
111 No. Broad Street 1416 Mellers Building
Philadelphia, Pa. Chicago, Ill.

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.00. The National Underwriter Company, 1362 Insurance Exchange, Chicago.

MUTUAL LIFE OF ILLINOIS

HOME OFFICE
SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

A Company of Service

Service to Policy Holders

Service to Agents

Service to the Public

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence Invited.

H. B. HILL, President N. H. WALT, Vice-Pres. and Agency Director JAS. FAIRLIE, Vice-Pres. and Actuary DR. J. R. NEAL, Sec.

of his calling, his tone would lack conviction and he would have a difficult time of it as a life insurance salesman.

Must See the Institution

Mr. Day said that, broadly speaking, the purpose of any man carrying a rate book is to sell life insurance, and not to make money. An agent, to be successful in the largest sense, must look above the individual company and see beyond it the institution of life insurance. No agent, Mr. Day said, should be so narrow minded as to be discouraged over the loss of a case to a competing agent. Instead, he should be glad that the prospect upon whom he was working has been provided with a good life insurance policy. From the standpoint of the policyholder the benefit is the same. A man who purchases one policy gets just about what he would had he taken a contract with another company. An agent must expect to lose a case here and there, but should not be downhearted over the occasional loss of a piece of business to someone else. So long as the prospect buys life insurance the object for which any agent is striving has been accomplished.

Agent Is Selling Insurance

No agent, Mr. Day said, who desires to conserve his time and to see the greatest possible number of prospects in a day will spend a great deal of time talking about his individual company. He will, on the contrary, talk life insurance. Life insurance is what any agent is selling, Mr. Day said. He is not selling the company. He should not permit himself to get into a long winded discussion with the prospect over whether or not his company is sound and safe. The question should be dismissed as quickly as possible. Mr. Day said that without going into an explanation of the company's entire past history, its past, present and future financial standing or anything of the sort, the agent should say to the prospect who brings up the question of the stability of his company, "I represent an old line life insurance company. It is not the oldest, nor the largest financially, but it is absolutely safe and sound. It has been in business for 20 years and has never defaulted in a single instance. It never will."

Is Well Supervised

"If you doubt the strength of my company, then you should doubt the federal government of the United States, for my company is supervised in every state in which it operates. It comes under the close scrutiny of the government in some 22 states. In each of these states a license to do business is granted to my company by the state authority because it has been examined and found to be up to all of the requirements. If my company were in any particular deficient it would lose its license and be compelled to discontinue business. It is operating on a system that has stood the test of several decades."

Missouri Officials in Chicago

JEFFERSON CITY, MO., Aug. 23.—Joshua Barbee, deputy insurance superintendent, and Robert E. Daly, actuary of the Missouri department, are in Chicago this week on business for the department. They will leave Chicago in a few days for Boston and attend the Insurance Commissioners' Convention.

CENTRAL LIFE MAY LOCATE IN CHICAGO

(CONTINUED FROM PAGE 1)

of our town is frequently an objection and we have found it to be more or less of a handicap.

"On the other hand, our location has some compensative features. Up to the present time we have had no difficulty in securing competent office help at a reasonable cost.

What Location Means

"Without doubt our location in Ottawa, when the company was in its infancy, was distinctly in its favor, because of our ability to operate at a lower cost at a time when the company was unable to handle big business and was too small to interest the big field men. Now the company, because of its growth and volume of business and with the reputation of a company established among insurance men throughout the United States, is enabled under favorable conditions to compete for business and for men with any of the big insurance companies of the day, in which, however, the question of location becomes and is a material fact."

Los Angeles Agency Leads

The Los Angeles agency of the Mutual Life of New York won first place in the entire field of that company in paid-for volume to allotted quota for July with \$1,658,000. On Aug. 1 the Los Angeles agency had paid for 1922 over 107 percent of the entire 1921 production of the agency and had outstanding and pending business amounting to over 60 percent more. And this notwithstanding the fact that 1921 was a record year in paid-for volume of this office.

F. A. Wallis a Dark Horse

NEW YORK, Aug. 23.—Former Immigration Commissioner Frederick A. Wallis of New York City is spoken of as a possible dark horse in the Democratic nomination for governor of New York. Last year Mr. Wallis was chairman of the Hyman mayoralty campaign committee. He is manager of the Fidelity Mutual Life in New York City and is one of the prominent citizens of his community. Mr. Wallis is a man that enjoys a large income and aside from being manager of the Fidelity Mutual is identified with two banks, a manufacturing company and other enterprises.

Unusual Insurance Argument

An unusual argument for life insurance is to be found in Sweb Taylor's Cafeteria in Jackson, Miss. Prominently displayed in two colors, on a placard hung in a conspicuous place, will be found the following:

"NO TIPPING HERE. A man told me that the tips he paid in one year would carry \$10,000 life insurance for the benefit of his family."

Lincoln Liberty in New States

The Lincoln Liberty Life of Lincoln, Neb., has just entered Missouri and Iowa. Ben Sutherland, formerly with the St. Joseph Life, has been appointed district agent at St. Joseph, Mo. W. W. Graves, formerly with the Lincoln Liberty at Lincoln, has been promoted to state agent for Iowa. He will have his office at Council Bluffs.

Huffman Brothers' Fine Work

L. E. and L. C. Huffman, brothers, agents in southwestern West Virginia for the Equitable Life of New York, with headquarters in Charleston, are making an enviable record in agency production and field development, under the state management of Sweeney Brothers of Wheeling. L. E. Huffman, the senior, led the entire field of the Equitable throughout the country in July, with an excess of \$200,000 paid for. This agency produces over \$1,500,000 yearly. The two brothers are fine team mates.

LIFE AGENCY CHANGES

TROSPER AGENCY ORGANIZER

Will Take Personal Charge of Minnesota Field for the American Life of Detroit

Earl J. Trospen, general agency organizer of the American Life of Detroit, is making his headquarters at the Chicago branch office. He will co-operate with the various state managers throughout the territory and in addition he will look after the Minnesota business personally, dividing his time between the Chicago office and the Minneapolis office.

He was born on a farm near Beattie, Kan., was graduated from the Kansas Agricultural College, spent two years supervising the first agricultural high school in Iowa at Estherville, and then was appointed supervisor of live stock for the United States Bureau of Animal Industry in the southwestern states. Following this, he was state agricultural high school supervisor for North Dakota and later acted in a similar capacity at Minnesota. He was district agricultural agent for the Northeast Missouri Agricultural Association, with the University of Missouri and the United States Department of Agriculture co-operating. In 1919 he originated the National Federation of Co-operative Live Stock Shippers. He originated and organized the California Calf Club idea, which is the foundation for the boys' and girls' calf club movement throughout the country. He was made superintendent of the co-operative live stock marketing service department of the Hartford Fire Insurance Company.

Joseph H. Gray

Joseph H. Gray, general agent for the New England Mutual in the northern half of California for the past four years, has resigned. He has been very successful, having built the agency from a volume of approximately \$700,000 to over \$2,000,000 a year. Mr. Gray presented his resignation at the home office of the company during a visit the early part of this month and for the time being the office will be conducted as a branch of the home office. Mr. Gray will at once join the San Francisco agency of the National Life of Vermont, associating himself with Fred A. Stolp, its general agent for many years past. In addition to being a successful agency organizer, Joseph Gray is a large personal producer and is very active in life insurance educational affairs. He was largely responsible for the success of the summer session of the Carnegie course in San Francisco in 1921.

J. R. Ramsey

J. R. Ramsey of Ferndale, Mich., who is the organizer of the Yeomen, with headquarters in Detroit, has been appointed manager of the Columbus Mutual Life in that city and will organize an agency. Mr. Ramsey expects to produce a large business for the Columbus Mutual.

Reliance Life Appointments

George M. Marnie, for the past eight years one of the leading producers at the Minneapolis office of the New York Life, has resigned to become district manager for southern Minnesota for the Reliance Life of Pittsburgh. Mr. Marnie will make his headquarters at Minneapolis.

J. Krawetz and A. Makiesky have recently formed a general agency at St. Paul, representing the Reliance Life. Both were formerly with the Pacific Mutual Life.

J. M. McDonald, for the past two years general agent at Duluth, has re-

cently been promoted to district manager for Northern Minnesota.

J. J. Maurin, formerly district manager at Fergus Falls, Minn., for the Pacific Mutual Life, has resigned to take several counties in western Minnesota as general agent for the Reliance Life.

M. G. Munguia

M. G. Munguia, well known as a leader in the writing of life insurance among the Latin-American population of southern California, has joined the agency organization of the Great Republic Life as manager of its Latin-American department. It is Mr. Munguia's intention to organize an active field force of agents who will specialize in the production of business among the Spanish, Italian, French and other Latin-American races in his part of the state.

Kent Sandidge

The George Washington Life has recently announced the appointment of Kent Sandidge as its general agent for middle Tennessee with headquarters at Nashville. Mr. Sandidge has been engaged practically all his life in salesmanship and for some years as a life underwriter having met with a very fair measure of success. In addition to his ability as a personal producer, he is also an organizer and will bring with him in his new connection several well equipped sub-agents.

J. W. Helvey

J. W. Helvey of Emory, Va., has been appointed general agent for the Southern Life & Trust, to take over considerable part of Virginia and Tennessee territory. He will probably move his headquarters to either Bristol or Roanoke.

Smith & Kapiloff

Smith & Kapiloff, two young men, both high degree Masons, succeed William A. Powell, late of the firm of Powell & Herring, as general agents at Richmond for the Shenandoah Life of Roanoke. Gaylord Davidson, who has an independent general agency contract for that territory, expects to operate in Richmond later this fall, and will also cover the District of Columbia, with headquarters at Washington. The company is entering the District. Agency Manager Macallister will visit Washington on his return from the Toronto convention, looking to the appointment of a general agent for the district with headquarters in Washington.

W. Rogers Primm

W. Rogers Primm has been appointed state manager of the American Life of Detroit for Iowa, with headquarters at the Des Moines branch office. He graduated from Drury College at Springfield, Mo., then took a post-graduate course at Columbia University. He studied at the Bureau of the Municipal Research in New York City, entered the war and in 1919 became district agent for the Phoenix Mutual Life at Springfield, Mo.

John W. Lee

John W. Lee has been appointed general agent of the Connecticut Mutual Life at Syracuse, N. Y., to handle ten counties. He succeeds Charles F. Teller.

Robert L. McCoy

Robert L. McCoy has been appointed general agent of the Connecticut General at Sioux Falls, S. D., to fill the position left vacant by the resignation of G. W. F. Moore. Mr. McCoy is a graduate of the law school of the University of South Dakota and passed the

CAN YOU PAY— YOUR DEBTS?

FOR the average man and woman life is chiefly made up of the business of living. In that process people assume all sorts of obligations—they must—which are as real as business paper and must be met as promptly. Default in either case is disastrous; the defaulting business man ceases to have credit and goes out of business; the social or moral or political defaulter just disappears.

Few realize that being born puts us in debt.

No fault of ours, but a fact. Dame Nature issues our paper as soon as we utter that first cry. *No wonder it is a cry of fear!* That paper really constitutes a more serious obligation than any other promise to pay we ever issue.

IT HAS NO SPECIFIC DUE DATE

But it will certainly mature; it will not be forgotten or lost or destroyed by fire, nor will it be forgiven.

It may mature tomorrow; it may not mature in forty years.

The average man has to shake himself together to realize that any such obligation exists. Think a moment!

Who paid for your upbringing?—Did you?

Who paid for your education?—Did you?

Possibly in part if you worked your way through college. But having graduated from college or elsewhere you (the average boy) go to work. Now, perhaps, you break even; you do not yet begin to repay what you owe; you can't.

Then you start in business. Obligations rapidly multiply; you begin to understand what a dollar means and especially you learn that you must pay your debts.

Then (if you are so fortunate) you marry and then again, perhaps, children come. Obligation now piles upon obligation.

No one can properly meet those obligations but you. Suppose you die one fine day. Then your family will discover the due date of your paper.

IT WILL ALL MATURE AT THAT MOMENT

Have you made provision for that?

Can your estate pay up?

If not, who will pay?

Somebody must. IT'S THE LAW. If you don't know who will pay and what form that payment may take, ask any agent of the New York Life. He'll tell you.

New York Life Insurance Company

DARWIN P. KINGSLEY, President

A Few Reasons WHY SHENANDOAH LIFE AGENTS ARE SUCCESSFUL!

Up-to-the-Minute Policy Contracts.
A Correspondence Course in Salesmanship.
A Liberal Agency Contract.
A Free Circularization Bureau.
Whole Hearted Co-operation of the Home Office.
A Liberal Substandard Department.
The Numerical Rating System.

Agency Openings for PRODUCERS

The Shenandoah Life Insurance Co., Inc.

ROANOKE, VIRGINIA

The Agents' Company—The Policyholders' Company

On Agency Matters Address—The Agency Manager, W. F. MACALLISTER

state bar examination last June. He has had a part time connection with another company and decided to give all his time to life insurance.

J. Howard Bream

J. Howard Bream, who has been stationed at Fort Dodge, Ia., with the New England Mutual Life, has removed to Des Moines to become general agent for the company in that city and twelve counties adjacent. He will be associated with Emory Bream, his brother, who has been in charge of the Des Moines office of the company.

A. R. Rothwell

Arnold R. Rothwell, formerly general agent of the Mutual Benefit at Portland, Ore., has been appointed by the Penn Mutual Life as its general agent to succeed E. L. Harmon, deceased, effective Sept. 1.

Bismarck Heyer

Bismarck Heyer, formerly vice-president of the D. L. Whittle Music Company of Dallas, has resigned to go with the Reliance Life of Pittsburgh, Pa. He will be associated with Henry Camp Harris, state agent for the Reliance, with headquarters in Dallas.

Max Giedlinski

Max Giedlinski has been appointed district agent for the Massachusetts Mutual in Fond du Lac and Green Lake counties, Wis. Mr. Giedlinski completed his college course this past year. He is an athletic promoter and a coach of state wide reputation, having piloted the Edison team which toured the country in

1919. He has developed several basketball teams in the Wisconsin districts.

Life Agency Notes

H. T. Reifel, formerly a mine superintendent at Nashua, Minn., has recently been appointed district agent at Virginia, Minn., for the Reliance Life of Pittsburgh.

Emil L. Reid, cashier of the First National Bank of Russellville, Ala., has resigned to become state agent of the Alabama National Life in Florida with headquarters at Jacksonville.

Appointment of Archie E. Acey as district agent at Norfolk, Va., for the State Mutual Life is announced by Goode & Anderson, general agents at Richmond. Marvin Cleaton and Isaac T. Baker have been appointed special agents in the same city.

Opens Chicago Office

Robert E. Trosper, Jr., who has become manager of the American Life of Detroit in Chicago, has located at 1103 Majestic building. He is a brother of Vice-President Harold P. Trosper of the company and is a graduate of the law department of the University of Chicago. He has been connected with a number of book publishing houses as sales manager. He was the founder and president of the Editors' Association, a large publishing concern.

Blackburn in Toronto

Secretary T. W. Blackburn of the American Life Convention was in Chicago this week en route to Toronto to attend the meeting of the National Aspects of the American Life Convention and attended the meeting of the American Bar Association at San Francisco.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

GETS OUT DISABILITY FORMS

Mid-Continent Life of Oklahoma City Announces Its New Accident and Health Insurance Policies

The Mid-Continent Life of Oklahoma City, which recently opened an accident and health department, has gotten out five policy forms. The "Midco" is a very liberal policy giving life indemnity and having the usual attractions of the unconditional policy form. It is the highest priced policy. Next is the "Citizen's" policy, which is a standard \$5,000-\$10,000 form with \$25 a week for illness. The price for that policy is \$50 a year. The "Defender" is next and is designed particularly for the farmer and oil worker. It pays most for accidents and less for illness. It contains a schedule of operation benefits, provides for the payment of physicians' fees, and has the double indemnity feature. The "Economy" sells at \$30 a year. It pays \$10 a week for illness and ordinary accidents. Fifty percent is added if the accident is the result of riding in an automobile or if hurt in a cyclone, struck by lightning, etc. Two and one-half times the policy is

paid for the usual travel accidents. Then the company has out an industrial monthly premium policy.

GIVE NEW DISABILITY RATES

Mutual Life of New York Issues Manuals Showing Rates Under New Disability Forms

The Mutual Life of New York has issued a new rate manual covering all forms of policies under the new disability provisions, the rates now being given for both the increasing benefits plan and the level benefits plan. All forms have been changed to recognize total disability as permanent after 90 days continuous total disability. The new feature announced by the company, the increasing disability plan, gives a monthly income of \$10 for each \$1,000 face amount for the first five years, \$15 monthly for the second five years and \$20 monthly thereafter. Among the new manuals issued by the Mutual Life is one covering the life income policies in detail. The new rates applying to various forms, including the new disability clause, are as follows:

Annual Premiums Per \$1,000 Increasing Disability Benefits
(Total Disability Continuing at least 90 days Presumed Permanent)
Ord. Life 20-Pay. Life 20-Yr. End.

Age at Issue	With Inc. Dis. Bsns. and D. L.	With Inc. Dis. Bsns. Only	With Inc. Dis. Bsns. and D. L.	With Inc. Dis. Bsns. Only	With Inc. Dis. Bsns. and D. L.	With Inc. Dis. Bsns. Only
15	\$19.82	\$18.82	\$31.01	\$29.36	\$49.42	\$48.32
16	20.20	19.20	31.43	29.79	49.48	48.48
17	20.58	19.58	31.88	30.24	49.65	48.65
18	21.01	20.11	32.32	30.69	49.80	48.80
19	21.42	20.42	32.78	31.16	49.99	48.99
20	21.86	20.86	33.25	31.64	50.18	49.18
21	22.33	21.33	33.74	32.14	50.34	49.34
22	22.82	21.82	34.23	32.65	50.51	49.51
23	23.34	22.34	34.75	33.18	50.69	49.69
24	23.85	22.85	35.29	33.73	50.88	49.88
25	24.41	23.41	35.84	34.29	51.07	50.07
26	25.00	24.00	36.40	34.86	51.29	50.29
27	25.60	24.60	37.00	35.47	51.50	50.50
28	26.24	25.24	37.59	36.08	51.73	50.73
29	26.90	25.90	38.23	36.73	51.98	50.98
30	27.61	26.61	38.89	37.40	52.25	51.25
31	28.34	27.34	39.57	38.10	52.54	51.54
32	29.13	28.13	40.29	38.83	52.84	51.84
33	29.96	28.96	41.03	39.58	53.18	52.18
34	30.81	29.81	41.79	40.36	53.54	52.54
35	31.73	30.73	42.60	41.18	53.95	52.95
36	32.70	31.70	43.42	42.02	54.37	53.37
37	33.71	32.71	44.31	42.92	54.84	53.84
38	34.80	33.80	45.22	43.85	55.36	54.36
39	35.94	34.94	46.17	44.82	55.92	54.92
40	37.15	36.15	47.18	45.81	56.55	55.55
41	38.42	37.42	48.34	47.02	57.28	56.28
42	39.78	38.78	49.55	48.25	58.08	57.08
43	41.24	40.24	50.83	49.54	58.91	57.91
44	42.77	41.77	52.19	50.91	59.83	58.93
45	44.40	43.40	53.61	52.35	60.82	59.82
46	46.14	45.14	55.13	53.89	61.92	60.92
47	48.00	47.00	56.76	55.53	63.11	62.11
48	50.10	49.10	58.51	57.31	64.41	63.41
49	52.46	51.46	60.31	59.11	65.81	64.81
50	55.06	54.06	62.27	61.09	67.36	66.36
51	56.78	55.78	64.38	63.21	69.06	68.06
52	59.37	58.37	66.63	65.48	70.91	69.91
53	62.15	61.14	69.04	67.90	72.94	71.94
54	65.10	64.10	71.62	70.50	75.15	74.15
55	68.29	67.28	74.44	73.33	77.58	76.58

Rates on three forms carrying the new level disability benefits clause, for five year intervals, are as follows:

Annual Premiums Per \$1,000 Level Disability Benefits
(Income \$10 Monthly Not Increasing)
(Total Disability Continuing at least 90 days Presumed Permanent)
Ord. Life 20-Pay. Life 20-Yr. End.

Age at Issue	With Level Dis. Bsns. and D. L.	With Level Dis. Bsns. Only	With Inc. Dis. Bsns. and D. L.	With Inc. Dis. Bsns. Only	With Level Dis. Bsns. and D. L.	With Level Dis. Bsns. Only
15	\$19.42	\$18.42	\$30.41	\$28.76	\$49.27	\$48.27
16	20.41	19.41	31.60	30.00	50.10	49.10
17	21.41	20.41	32.60	31.61	50.97	49.97
18	22.91	21.91	33.51	33.61	52.12	51.12
19	24.06	23.06	34.20	36.71	52.78	51.78
20	25.12	24.12	34.90	40.48	53.85	52.85
21	26.46	25.46	36.49	45.15	55.35	54.35
22	28.14	27.14	38.20	50.48	57.28	56.28
23	30.14	29.14	40.14	56.45	59.45	58.45
24	32.42	31.42	42.34	63.16	61.74	60.74
25	34.94	33.94	44.81	70.50	64.15	63.15
26	37.64	36.64	47.52	78.58	66.74	65.74
27	40.54	39.54	50.48	87.41	69.63	68.63
28	43.64	42.64	53.69	97.00	72.84	71.84
29	46.94	45.94	57.16	107.45	76.37	75.37
30	50.44	49.44	60.99	118.78	80.24	79.24
31	54.14	53.14	65.18	131.00	84.40	83.40
32	58.04	57.04	69.74	144.14	88.84	87.84
33	62.14	61.14	74.68	158.24	93.58	92.58
34	66.44	65.44	79.99	173.34	98.64	97.64
35	70.94	69.94	85.68	189.48	104.04	103.04
36	75.64	74.64	91.76	206.72	109.78	108.78
37	80.54	79.54	98.24	225.12	115.88	114.88
38	85.64	84.64	105.12	244.72	122.34	121.34
39	90.94	89.94	112.40	265.56	129.16	128.16
40	96.44	95.44	120.08	287.68	136.36	135.36
41	102.14	101.14	128.06	311.12	143.94	142.94
42	108.04	107.04	136.44	335.92	151.92	150.92
43	114.14	113.14	145.22	362.12	160.32	159.32
44	120.44	119.44	154.40	389.76	169.16	168.16
45	126.94	125.94	164.08	418.88	178.44	177.44
46	133.64	132.64	174.26	449.44	188.16	187.16
47	140.54	139.54	184.94	481.48	198.32	197.32
48	147.64	146.64	196.12	515.04	208.92	207.92
49	154.94	153.94	207.80	550.16	219.96	218.96
50	162.44	161.44	219.98	586.88	231.44	230.44
51	170.14	169.14	232.66	625.24	243.36	242.36
52	178.04	177.04	245.84	665.28	255.72	254.72
53	186.14	185.14	259.52	706.96	268.52	267.52
54	194.44	193.44	273.70	750.32	281.76	280.76
55	202.94	201.94	288.38	795.36	295.44	294.44

45.17%

of the **new business** issued by the Northwestern Mutual Life Insurance Company in 1921 was upon applications of **members previously insured in the Company.**

Its Policyholders Repeat

The assignable cause for this is found in the Northwestern business policy of

Careful Selection
No Foreign Business
Insuring Only Males
Low Death Rate
Safe Investments

Efficient Management
Liberal Policy Contracts
Low Expenses
Purely American
Purely Mutual
No Brokerage

No Rebating
No Twisting
Civil Service for Agents
Clean Business Methods
Low Net Cost

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

Milwaukee Wisconsin



THOMAS J. OWENS, President

DR. ALBERT SEATON, Vice-President and Medical Director

CLAUDE T. TUCK, Secretary

CENTURY LIFE INSURANCE CO., INDIANAPOLIS

Capital, \$200,000

NO ORGANIZATION EXPENSE

Surplus, \$100,000

All of the stock is held by a few substantial business men of Indiana who believe in the ability of the management to build a real life insurance company.

Managed by men experienced and familiar with all departments of life insurance work.

We offer agents experienced management, superior policy contracts, choice territory, progressive field and home office methods and an **old-fashioned general agency contract that means money.**

If you want to be affiliated with an institution that has real red blood in its veins—that has all the elements of growth and permanency—

Tell us where you want to work

NEWS OF LIFE COMPANIES

Farmers' & Bankers', Kansas.—The company announces an exceptional gain in both new business and total business in force. New business this month for the Farmers' & Bankers' shows nearly 100 percent increase over the volume of new business done in the corresponding time in July. "In just the month of July," said Frank L. Jacobshagen, secretary, "our net gain of business in force was greater than the net gain made during the first six months of the year."

A very large percent of the Farmers' & Bankers' business comes from the rural districts of Kansas. Farmers are buying normally again.

Massachusetts Mutual.—Its semi-annual statement shows new premiums, \$2,396,700; total premium income, \$14,698,446; total income, \$19,859,980; total disbursements, \$12,241,826; new insurance, \$76,648,970; insurance in force, \$864,656,440; mortality ratio, 57 percent.

Life Insurance Company of Virginia.—Its semi-annual statement shows assets, \$30,456,446; capital, \$1,500,000; net surplus, \$2,009,663; total premiums, \$3,839,615; total income, \$4,781,117; total disbursements, \$2,748,940; new insurance, \$6,858,446; insurance in force, \$80,069,372.

Amerienn Central Life.—Its semi-annual statement shows assets, \$8,999,335; capital, \$137,000; net surplus, \$249,241; new premiums, \$1,143,350; total income, \$1,518,440; disbursements, \$1,097,143; new business, \$19,089,000; insurance in force, \$110,530,000; mortality ratio, 48 percent.

Atlantic Life.—Its semi-annual statement shows assets, \$9,450,806; capital, \$300,000; net surplus, \$365,020; new premiums, \$239,963; total premium income, \$1,420,192; total income, \$1,720,561; total disbursements, \$992,975; new ordinary insurance, \$7,255,028; insurance in force, \$84,909,719; mortality ratio, 42 percent.

Conservative Life, Wheeling, W. Va.—Its semi-annual statement shows assets, \$2,280,321; capital, \$349,650; net surplus, \$545,219; new premiums, \$75,566; total premiums, \$392,152; total income, \$453,873; total disbursements, \$240,697; new insurance, \$3,681,293; insurance in force, \$22,737,459; mortality ratio, 70 percent.

Crescent Life, Indianapolis.—Its semi-annual statement shows new premiums, \$14,278; total premium income, \$34,405; total income, \$47,118; total disbursements, \$30,596; new insurance, \$1,149,891; insurance in force, \$2,639,714.

Home Life.—Its semi-annual statement shows assets, \$44,460,000; new premiums, \$467,468; total premiums, \$3,710,480; total income, \$4,939,102; total disbursements, \$3,827,775; new insurance, \$14,483,557; insurance in force, \$227,108,882; mortality ratio, 58 percent.

Mutual Benefit Life.—Its semi-annual statement shows new premiums, \$3,311,096; total premiums, \$26,288,920; total income, \$35,190,120; total disbursements, \$21,643,803; new insurance, \$106,200,968; insurance in force, \$1,480,742,860; mortality ratio, 54.5 percent.

Mutual Life, New York.—Its semi-annual statement shows assets, \$697,757,526; new premiums, \$10,635,661; total premium income, \$49,300,599; total income, \$66,160,330; total disbursements, \$60,534,244; new business, \$183,872,151.

National Life of Vermont.—Its semi-annual statement shows new premiums, \$794,496; total premiums, \$5,652,255; total income, \$8,098,301; total disbursements, \$6,559,627; new business, \$23,157,835; insurance in force, \$343,235,733; mortality ratio, 55.5 percent.

New England Mutual.—Its semi-annual statement shows assets, \$123,619,072; net surplus, \$7,500,000; new premiums, \$1,469,240; total premiums, \$10,721,956; total income, \$15,085,874; total disbursements, \$9,142,508; new business, \$47,094,740; insurance in force, \$637,404,051; mortality ratio, 59.69 percent.

Northwestern National Life.—Its semi-annual statement shows new premiums, \$335,050; total premiums, \$2,084,935; total income, \$2,394,053; total disbursements,

\$1,415,735; new business, \$20,622,165; insurance in force, \$134,864,288; group insurance in force, \$12,546,037; mortality ratio, 46 percent.

Penn Mutual.—Its semi-annual statement shows new insurance, \$80,100,486; increase, \$7,970,332; insurance in force, \$1,127,062,463; increase, \$36,304,954.

Phoenix Mutual.—Its statement shows new premiums, \$759,479; total premiums, \$5,722,548; total income, \$7,461,152; total disbursements, \$5,158,070; new business, \$25,242,213; insurance in force, \$337,054,573; mortality ratio, 67 percent.

Provident Life & Trust.—Its semi-annual statement shows assets, \$130,367,000; capital, \$2,000,000; surplus, \$4,823,000; new premiums, \$1,357,000; total premiums, \$11,301,000; total income, \$14,390,000; total disbursements, \$9,746,000; new business, \$43,840,000; insurance in force, \$591,632,000; mortality ratio, 42 percent.

Rockford Life, Rockford, Ill.—Its July 1 statement shows assets, \$978,054; net surplus, \$80,170; new premiums, \$21,307; total premiums, \$137,767; total income, \$164,463; total disbursements, \$89,570;

new business, \$632,413; insurance in force, \$10,642,323.

State Life, Indiana.—Its July 1 statement shows assets, \$27,344,350; net surplus, \$2,065,000; new premiums, \$93,529; total premiums, \$1,244,194; total income, \$1,611,411; total disbursements, \$1,108,825; new business, \$15,725,344; total insurance, \$156,825,820; mortality ratio, 86.84 percent.

United States Life.—Its July 1 statement shows assets, \$5,946,430; capital, \$260,000; net surplus, \$77,291; new premiums, \$40,356; total premiums, \$320,256; total income, \$505,020; total disbursements, \$669,450; new business, \$1,988,063; insurance in force, \$24,548,625; mortality ratio, 80 percent.

Shenandoah Life.—Its applications submitted for the first seven months were \$9,224,809; increase, \$3,000,000 over the corresponding period last year. This is an increase of \$5,000,000 over a similar period of 1920. Its paid for business for the first seven months is \$5,723,469; gain, \$2,104,000 over the similar period of 1921, of \$3,600,000 over 1920. The company is formulating plans for an expansion campaign and will enter additional territory. The majority of the business at present is coming from Virginia and West Virginia. The balance of the business comes from the states in the following order: Tennessee, North Carolina, New Jersey, South Carolina and Arkansas.

American National, Galveston, Tex.—Its semi-annual statement shows: Assets, \$12,849,870; capital stock, \$5,000,000; assigned funds, \$247,507; surplus, \$1,361,410; insurance in force, \$165,613,035; premium income first six months, \$2,826,418. In the six months it gained in insurance in force, \$7,913,262 in assets, \$1,176,933; in policyholders' surplus, \$295,020.

Arrest Made in Fraud Case

Officers at Birmingham, Ala., believe that they have uncovered a scheme to defraud insurance companies out of more than \$110,000 with the arrest in Hoquiem, Wash., of F. S. Albritton, automobile dealer of Gadsden, Ala., who was supposed to have been drowned on July 1, 1920, when his car ran over an embankment into the Tennessee river near Gunterville, Ala. He will be taken back to Alabama to answer charges against him.

Insurance companies interested in the case are New York Life, Standard Accident, Pacific Mutual Life and several others.

Moves Minnesota Headquarters

W. D. Shaw, for the past eight years general agent for the Reliance Life at Minneapolis, has moved his headquarters to Coleraine, Minn. For a number of years Mr. Shaw has devoted his energy to developing northwestern Minnesota and the rapid growth of business from that territory necessitates the change.

AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.
Established 1899

HERBERT M. WOOLLEN
PRESIDENT

WITH INDUSTRIAL MEN

PUBLIC SAVINGS CONVENTION

Announce Date and Leaders—Also Several Promotions, Due to Addition of New Districts

The Public Savings Life will hold its agency convention in Evansville, Ind., Dec. 29 and 30. Agents and managers are allotted and all those qualifying will be the company's guests on this occasion. The McCurdy Hotel will be the convention headquarters. The yearly leaders thus far are as follows: By districts—Industrial increase, Indianapolis North; ordinary increase, Calumet; collection percent, Columbus; low arrears percent, New Albany; by superintendents—industrial increase, Paul Korff, Indianapolis North; ordinary increase, J. M. Cvitkovich, Gary; collection percent, L. R. Rhamy, Fort Wayne; low arrears percent, D. Lewis, Huntington; by agents—industrial increase, F. E. Wertz, Shelbyville; ordinary increase, N. Svetanoff, Gary; collection percent, L. Martin, Greensburg; low arrears percent, D. C. Smith, Fort Wayne.

The growth of the Public Savings has required the formation of two new districts and consequently several promotions have been made in the field. One of the districts added is in Indianapolis, making three districts in that city, and the other is at Anderson, covering Anderson and several towns in the immediate vicinity. Superintendent Jesse Stephenson of Indianapolis West has been promoted to manager of the Anderson district. Superintendent James W. Rader of Indianapolis No. 2 becomes manager of that district. Superintendent D. Tow of Indianapolis North is now manager of the newly created district known as Indianapolis West. A. Myroff, former manager of Indianapolis South, has been transferred to Indianapolis North. Agent R. L. Clark of Crawfordsville has been promoted to superintendent at LaFayette. Agent W. T. Murray of Indianapolis South has been made superintendent in that district. Agent C. F. Kahl of Indianapolis is promoted to superintendent in that district, and Agent L. R. Rhamy of Fort Wayne is promoted to superintendent in the Fort Wayne district.



*"It ain't the individual, nor the army as a whole,
But the everlastin' teamwork of every bloomin' soul."*

TEAMWORK is the spirit of the Union Central Life Insurance Company. Each individual agent knows that the Company is back of him, ready to encourage and urge him onward in his work.

Indications of Company progress during the past year are the establishment of a Service Bureau,—the adoption of new policy contracts,—increased cash values,—and an increase in the interest rate to 5 per cent on policy proceeds and on dividends left on deposit.

Such progress gives two in one satisfaction,—satisfaction to policy-holders,—satisfaction to agents.

You SERVE the Public You SERVE Yourself
If You SERVE

The Union Central Life Insurance Company

Cincinnati, Ohio

WESTERN & SOUTHERN NEWS

Changes and Promotions Are Announced by the Company—Minesinger Made Inspector

C. L. McManis, formerly assistant at Akron, O., for the Western & Southern Life, has been promoted to superintendent of the Englewood district.

The following appointments to assistant superintendent are announced: S. Bergman, Chicago Middle; H. Roberts, Lakeview; George Fanning, Urbana; H. E. Fisher, Cincinnati, O., North; C. F. Feist, Covington, Ky.; Carl Blumenthal, St. Louis North; W. H. Bogel, St. Louis North; S. C. Walker, Indianapolis North; C. J. Bryant, South Bend, Ind.; P. F. Deegan, Braddock, Pa.; L. J. Calkins, Kokomo, Ind.

The following assistant superintendents have been transferred: M. Purcell, from Chicago West to Cicero; B. F. Sanders, from Kokomo, Ind., to Peru, Ind.; G. C. Steward, from Cleveland East to Ashtabula, O.; C. H. Curry, from Columbus North to Cleveland East.

The following superintendents have been appointed: R. J. O'Toole, Detroit East, and C. J. Milor, Flint, Mich.

G. T. Minesinger, who has made an enviable record as assistant superintendent at Canton, O., has been appointed home office inspector at Pittsburgh. When Superintendent Oberer was asked

what the initials of Mr. Minesinger's name stood for, he replied: "They stand for 'Get the Money.'"

Levette Touring Metropolitan Agencies

Jerome D. Levette, field supervisor of the accident and health division of the Metropolitan Life, who is visiting the agencies of the company all over the country for the purpose of explaining the company's accident and health policies to its agents and instructing them in the sale of those contracts, has been spending a week in Chicago, addressing the field force of the various agencies of the Metropolitan in that city.

Prudential News

Albert F. Netzler, an agent of the Prudential at Winona, Minn., won his assistant's spurs several weeks ago, assuming charge of a staff of agents at Eau Claire, Wis.

Among the agency leaders in ordinary or Division P territory are C. A. Gillis, Milwaukee No. 1; R. S. Cook, St. Joseph, Mo., and J. H. Harris, Jr., Davenport, Ia.

In Providence No. 1 District there are three splendid industrial writers: Agents P. Pagnano, C. R. Parsons and H. V. Norton.

Agent E. B. Belheumer of Providence No. 2 District deserves favorable comment for his excellent ordinary record.

Anthony Lopes, agent in the Springfield, Mass., District is credited with a nice line of industrial business coupled with a good ordinary record.

A little over three years ago a young man, Albert F. Gue, applied for an agency at Los Angeles 3, was accepted and assigned to a debit. Today he holds the honor of being number two in his division and forty-two in the entire company in industrial net increase. He also has a nice volume of ordinary credited to his account and has his debt in A-1 condition.

LIFE MEN CHURCH LEADERS

Those at Charleston, W. Va., Head Religious Activities as Well as Leading in Production

Charleston, W. Va., is rated as one of the wealthiest cities of its population in America, having over \$500.00 per capita to inhabitants, according to bank deposits. It is also rich in churches and Sunday Schools and probably has a larger number of men's Bible classes than many other cities of its size in the country. There is a pretty tight race between Okey Johnson's "fighting machine Bible class" and the "administration class" of the Methodist Church, of which Governor Morgan is a member and an occasional leader. Three of the most active members of this class are life insurance men, viz: John Sherman Darst, Major R. C. Morgan and the venerable and extraordinarily active general agent of the Phoenix Mutual, A. C. Heckle, who is not only a leader in the class but is also a leader in the production of his company.

Quite often questions of Bible history arise that seem to obtrude themselves beyond the lesson leaflets, and no matter how deep into the waters the others of the class get, Mr. Heckle always comes to the rescue with a fine explanation, showing that he is well versed in Bible lore.

Other insurance men of the city are active in their respective churches. It is well known that President Harrison B. Smith of the George Washington Life is a fine musician, and has played the pipe organ in the Kanawha Presbyterian Church for years, to the edification and delight of thousands.

A. C. Hickie, manager for West Virginia for the Phoenix Mutual, held services at the U. S. Armor Plant for the "Billy Sunday Club" Sunday. Paul Smith of the Northwestern Mutual is prominent in the M. E. Church Sunday School, and J. S. Payne of the Lincoln National takes a great interest in the Southern Methodist Church. All life insurance men in Charleston are more or less interested in religious and civic matters.

PART-TIMER PROBLEM UP TO REAL AGENTS

Commissioner Donaldson of Pennsylvania Offers Suggestions
for Its Solution

ELIMINATION IS POSSIBLE

Ways and Means to Accomplish That
End Outlined in Letter to Advisory
Boards of His State

The problem of the indifferent part-timer, who has no real interest in the insurance business and retains a license as agent or broker merely for the purpose of collecting commission on some small volume of business, usually secured in the first place through a "pull," has always been a serious one for licensing officials, companies and full time agents, who have been subjected to competition of this sort. Thomas B. Donaldson, insurance commissioner of Pennsylvania and president of the National Convention of Insurance Commissioners, offers some interesting suggestions as to ways and means for the elimination of this class in a recent communication to the advisory boards of his state, which have been formed in every county to make recommendations to the commissioner in regard to the licensing of applicants and have proved to be very valuable factor in eliminating the unfit and inefficient from the insurance business. In discussing part-timers, Mr. Donaldson makes it clear that his remarks do not apply to the man or woman who is starting into the insurance business as a part-timer with the idea of working into a regular place in the business, but only to those who are hanging on without any real excuse for retaining their licenses. In regard to the solution of the problem he says:

"Full Timers" at Fault

Since the inception of insurance departments and the resultant cumbersome hit-and-miss licensing systems, departments have never been satisfied with the prevalence of the indifferent "part-time" licensee. Throughout each year individual "full time" licensees have singly voiced to the departments their objections to the indifferent "part-timer." There has not been to date a concerted effort by the entire "full-time" producing field of agents and brokers of all lines of insurance to prevent the nuisance or to rid the field of the nuisance. Flatly, the full-time agents and brokers have not to the present time sought by concerted efforts to regulate their own business.

Why was the perfunctory or indifferent "part-timer" originally licensed? He was licensed because agents, brokers or home offices apparently want whatever business anybody can produce. In every instance the questionnaire required by the Pennsylvania insurance department as the first step in the application must be endorsed by a home office official, an agent, or a broker. The questionnaire of every indifferent "part-timer" now holding a license is endorsed by "full-timers."

Community Courage Needed

The department has had instance after instance before it where, despite a reluctant issuing of license, a license was issued because the endorsing agent or broker asserted to all sorts of things in favor of the licensee who eventually forgot to "pay his premiums." The insurance business is, as we have said time and again, one of the few in the world where the agent or broker—the retailer—gets his hands on moneys belonging to the wholesaler (the home office), often loses his head, spends that which does not belong to him and has a vast number of people stirred up, including the bewildered public, who are frequently asked to pay the same premium twice because the "authority" of the broker

who decamped is alleged to be the "authority" of the insured.

In every locality "full-timers" countenance with irritation the presence of indifferent "part-timers" and would, as rational individuals, proceed to rid the field of such if they felt sure of community cooperation. If one "full-timer" refuses to accept business through indifferent "part-timers" no other "full-timers" should accept the same business. Therefore, courage must mean community courage!

Tactful Methods Required

The "part-timer" is human. If he has held a license he naturally thinks he was and is entitled to such, and as every person is touchy and objects naturally if taken to task or treated as if he were an intentional offender, getting rid of him is an issue to be handled in a manly, fair and courteous way. It is far preferable to have a home office suggest to him that it does not care to renew his license than to have any "bludgeon" swung over his head. The "part-timer" can be gotten rid of, as a rule, by having the "full-timer" show him in a constructive way that he is better out of the business than in it and possibly by offering him a fair cash settlement for the expected renewals. In the disposition of these renewals the department is not at all concerned. Renewals are a local question, to be settled locally. It would be most unfortunate for investigation to be undertaken by the boards in such a clumsy way as to have the "part-timer" get the viewpoint and tell his friends that "the insurance trust" is after him, to prevent him making a living. There is no insurance trust and never will be; but some of the public like to believe there is!

Ignorance Sufficient Bar

"Full-timers" have often brought to attention of this department that "part-timers" have shown such alarming ignorance of underwriting that the "full-timer" necessarily assumes the details of inspecting and covering every risk for a minimum part of the commissions. On this issue alone, the "full-timer" has a right to suggest, with or without board knowledge, that the "part-timer" should retire. A calm argument, with reasons disclosing to the "part-timer" the intricacies of the insurance business and the constant changes and the protection that must be accorded the public is apt to prevail with any person of ordinary intelligence, and a fair cash offer, which is the best "balm" in the world to soothe the ruffled feelings, would result in the "part-timer" agent surrendering his license or refusing a renewal.

Must Consider Home Office

No home office should be made to suffer a total and abrupt loss of business through any "part-timer." Advisory board members must keep in mind at all times that the home office is to be considered. And the special agent, who mayhap "planted" the particular "part-timer," should not be made to feel that he is an outlaw.

The "part-timer" who causes the most marked irritation to the department is he or she who has gotten a license mainly for the placing of business on his or her own properties or business interests. The major number of this type of "part-timers" control a mere handful of writings (annually renewed) on risks owned in part or whole by the licensee. Insuring one's own possessions, under guise of a license, is actually "discrimination." In other words, a premium paid by "part-timer" Smith less than citizen Jones pays for coverage on his property subject to the same classification hazards and so forth. That is to say, the lesser rate is the difference in commission.

"Dead Beat" Lists Favored

At this juncture, it may be well to state that by community action the indifferent "part-timer" or alleged "full-timer" who is now able to evade paying balances to Company A, and then swing to Company B, and then to Company C and so forth will be unable to work the endless chain which is too often in evidence and to the discomfiture of many companies and scores of agents, brokers and insured "dead beat" lists are not cheerful reference to have at hand, but the wrangles that one predatory or irresponsible agent or broker can cause various companies and individuals is a bit more widespread than the ordinary "dead beat" or "debt dodger" can spread in any other line of business. An insurance "dead beat" list is much needed primarily to prevent the public from being preyed upon and inconvenienced. Buying insurance is vastly different from buying tangible commodities, and the

1845-1922

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance companies in the United States.

Through the wars, panics and epidemics of over three-quarters of a century this Company has been safe and secure as a purely mutual organization writing pure Life Insurance to protect American homes and businesses.

THE MUTUAL BENEFIT LIFE INSURANCE COMPANY

Organized 1845
NEWARK, N. J.

AMERICAN LIFE REINSURANCE CO.

OFFICES:

DALLAS, - - Magnolia Bldg.
CHICAGO, 29 S. La Salle St.

Company Officials: Above are our permanent offices. Call to see us when in either city.

A. C. BIGGER President BERT H. ZAHNER Chicago Mgr. FRED D. STRUDELL Secretary

Organized 1871

Life Insurance Company of Virginia

Richmond, Virginia

Oldest, Largest, Strongest Southern Life Insurance Company

Issues the most liberal forms of Ordinary Policies from \$1,000.00 to \$50,000.00 and Industrial Policies from \$12.50 to \$1,000.00

Condition on December 31, 1921:

Assets.....	\$28,308,449.13
Liabilities.....	25,109,146.04
Capital and Surplus.....	3,199,303.09
Insurance in Force.....	214,188,461.00
Payments to Policyholders.....	1,897,435.45
Total Payments to Policyholders since Organization.....	\$27,720,705.42

JOHN G. WALKER, President

WANTED District Managers for Good Locations in Ohio

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company

THE GEM CITY LIFE INSURANCE CO.
DAYTON, OHIO

buyer, the insured, usually becomes thoroughly rattled and distrustful when agent or home office entangles him in an investigation to show what he paid and when he paid a "dead beat" agent or broker. Insurance isn't popular with the American public because it is not interesting. It is not interesting because it is too technical, intensive and changing. The less contact with the insured the better, so far as premiums and "bad debt" brokers or agents are concerned. The indifferent "part-timer" has been tolerated, and nothing more, as result of stupidity and timidity of those who do not have to deal with him. An application of community courage and common sense politely administered will mean his retirement.

Reliance Life Men at Minneapolis

Forty-two full time men from Minnesota and South Dakota representing the Reliance Life of Pittsburgh, gathered at Lake Minnetonka for the annual convention of the Great Northern department.

General Manager E. G. McCormack of Pittsburgh spoke on the remarkable growth of the company, which is now 19 years old, has never purchased a company and has \$225,000,000 of insurance in force. Superintendent of Agencies Wilhoite of Memphis, Tenn., gave an inspiring address on "Why the Life Insurance Business." Other interesting talks were given by Supervisor Shewbert of Omaha, Capt. Tom McCormack of Pittsburgh, and Supervisor R. E. Irish of Minneapolis.

Mr. Irish, who is supervisor of agencies for Minnesota, North and South Dakota, acted as toastmaster and General Agent G. T. Elmgren of Minneapolis was in charge of convention arrangements.

Commonwealth Increases Capital

Amended articles were filed last week by the Commonwealth Life of Louisville, increasing its capital stock from \$500,000 to \$1,000,000, the increase having been voted by stockholders and approved by the insurance commissioner.

GUARDIAN LIFE'S RALLY

AGENCY CONVENTION IS HELD

Leaders Club Gathers For Its Annual Meeting in Toronto—Kronsbein is President

The fifth annual convention of field men of the Guardian Life of New York was held in Toronto, and for three days managers and agents, many of whose wives and families accompanied them, were treated to one of the most interesting and enjoyable gatherings in the history of the company.

Some 125, most of whom qualified for membership in the Guardian Leaders Club, assembled for the big climax to the club year. Some of them remained over in Toronto for the International Life Underwriters Convention.

At the opening session, J. F. Weston, president of the Canadian Life Officers Association, welcomed the Guardian representatives to Toronto in an address that carried an inspiring message of the opportunity and bright future for the business. Vice-President T. Louis Hansen responded and greeted the Guardian leaders in behalf of the home office. In the course of his remarks Mr. Hansen took occasion to discuss improving business conditions. He called attention to the particularly favorable crop conditions in the principal agricultural states.

Tribute to Hansen

Later on in the convention Mr. Hansen witnessed an unusual display of the esteem and friendly feeling which the members of the field force hold for him. During the two weeks preceding the convention applications for more than \$2,300,000 were written in his honor and at the convention toy balloons representing the applications were presented to him by the various agencies. He

was literally swamped with balloons before this novel presentation was finished.

"Responsibility" was the keynote of the convention. This theme ran through the entire program and it was discussed from every angle—the responsibility of the home office to the fieldman; responsibility from the viewpoint of the medical department; the agent's responsibility to his policyholders; the company. Geo. L. Hunt, superintendent of agencies, gave an interesting account of the company's program of service to its agents. Dr. Piper, medical director, presented the subject of responsibility from the standpoint of the selection of risks.

New Officers of Leaders Club

The officers of the Leaders Club are: Henry Kronsbein, St. Louis, president; E. A. Gillispie, Shreveport, La., first vice-president; J. D. G. Gennerich, New York City, second vice-president. Vice-presidents-at-large: Eastern district, D. J. Beck, Buffalo; central district, H. B. Salot, Detroit; south and southwestern, F. C. Brinkmann, Jr., Shreveport; northwestern and Pacific, C. K. Brust, Los Angeles.

On Wednesday night the entire party was taken on an automobile sight seeing tour of Toronto, ending at "The Old Mill," a picturesque inn on the outskirts of the city, where dinner was served. Thursday night the annual banquet was held. Vice-President Hansen acted as toastmaster. He called upon various prominent members of the agency force for remarks and took this occasion to distribute the prizes awarded during the past club year. Dancing followed the banquet.

The final session was held on Friday, at the conclusion of which the delegates and guests were entertained at a shore dinner at Sunnyside Pavilion. A meeting of company managers took place Saturday morning.

A good piece of news that those who did not attend the convention will be

AFTER "BIG FELLOWS"

OPEN DRIVE ON MONEIED MEN

Two Teams in E. A. Woods Agency at Pittsburgh in Contest for Production of Big Policies

PITTSBURGH, PA., Aug. 22.—As a result of a meeting of the "Big Producers" of the E. A. Woods agency of the Equitable Life of New York last week, two teams were organized, one captained by H. K. Beigle, and another by M. J. Donnelly of New Castle, and a spirited drive to write moneyed men of the western Pennsylvania district is under way. Since the first of the month these big producers have written \$400,000 of business.

Tell of \$100,000 Cases

W. B. Keller of Connellsville received the congratulations of his fellow workers when he turned into the meeting nine cases, all under binder, totaling \$27,000. Several of the agents gave talks on the last \$100,000 policy. These talks, while not strictly sales talks, dealt with various phases contributing to the writing of a \$100,000 policy. J. H. Mason, in his last case, pointed out where perseverance paid. He cited the case of a man he had written for a \$2,000 policy. He said the man was very dilatory in making his payments and that he continually had to keep after him to keep him in good standing. During the war, he said, this man made considerable money and Mason persuaded him to take out more insurance. He did this and when the company with which he was connected with decided to take out business insurance, Mr. Mason got the \$100,000 policy.

glad to learn was the announcement that the next Guardian convention will be held in Yellowstone National Park in 1924.

Kansas Is Leading The Way

The people of Kansas are not marking time waiting for the rest of the country to show a resumption of business activities. Kansas is already leading in the central west. During the month of October, five principal cities of Kansas showed an increase of 164% in new building over October, 1920, in comparison to an increase of 74% for the entire tenth Federal Reserve District. Bank clear-

ings in ten principal cities of Kansas show 7% better than the entire district.

In the heart of this aggressive state, is the Liberty Life, ready and willing to equip its agents with every possible help in their task of soliciting their prospects. It is working hand in hand with its agents striving always to carry on the good work of the people of Kansas.

Truly, Kansas is Leading The Way.

Liberty Life Insurance Company

TOPEKA

KANSAS

COLUMBUS MUTUAL HAS ITS AGENCY MEETING

(CONTINUED FROM PAGE 5)

people held forth with E. E. Rullman in charge.

J. J. Dvorak said that he believed it paid in getting new agents to find men who were absolutely inexperienced in life insurance work and train them from the ground floor up, according to the ways of the company. He said that the "has-beens" in life insurance seldom are able to come back.

Treasurer Hoskins Talks

Treasurer S. A. Hoskins of the company was on the program in connection with the Cleveland agency. In his talk he said that the way of selling life insurance brings one's character to a real test. A successful salesman depends on his initiative and character. The results are up to him. The man who is on his toes will get up early in the morning, start to work and work all day. His will power, determination and initiative will drive him on to victory. Mr. Hoskins said that the successful life man learns to be his own boss. He called attention to the fact that the farmers of the country owe much to the life insurance companies. When banks and loan agencies turned them down they fell back on their life insurance policies and secured loans from the life companies to tide them over the period of depression. Mr. Hoskins said that if a life insurance man fails in his work, it is largely due to his lack of initiative and will power. He said that in selling life insurance, agents were great teachers of American patriotism and the principles of American life. The so-called bolsheviks and radicals are men who have nothing saved up. They are willing to tear down what other men have accumulated. When a man purchases a life insurance policy, he has started to create an estate. He has made the start toward accumulating something himself, and he becomes a much better citizen.

Tell About Agency Contracts

Manager Quick of the Cleveland agency presented Ben Schwartz of that agency with a cup for producing the largest business during the year. W. W. Bussong gave a chart talk on the Columbus Mutual Life agency contract, showing its possibilities and how much an agent could make. This was a decidedly interesting paper. Mr. Quick gave some actual results of the working out of the agency contract as found in his own company. Mr. Schwartz in a brief talk accepting the cup, said that he had been able to land considerable new insurance on people that he had insured last year. He always follows up last year's policyholders, keeps in touch with them, gets new leads and often new business.

Michigan Agents Held Stage

The Thursday morning session was given over to the Michigan agents. Rev. Albert E. Potts, a Congregational minister at Lansing, who is writing some insurance for the Columbus Mutual, gave a talk on "Laughing Your Way Through." James VanWagoner of Pontiac in his talk said that what appealed to him with the Columbus Mutual Life was that every man gets the identical contract. Mr. VanWagoner said that the reputation of the company in any community depends entirely on the men who are representing it. J. R. Ramsey, the new manager at Detroit, Mich., gave an inspirational talk. Myron Hawkins, who presided over the session, gave an elucidation of the Columbus Mutual agency contract. Elmer A. Newark of Lansing told about the "perfected endowment" contract that the company issues.

A. H. Weinstein of the Cleveland agency, who held over from the day before, gave a talk on the agency contract and what an agent could do with it.

Judge Sheets Speaks

Judge J. M. Sheets of Columbus, general counsel of the company, in a finished address gave some reminiscences

of the early days when he took the law course at Ann Arbor. He said that the work of the soliciting agent is just as important as that of the medical examiner and the medical director in passing on business. He urged the agents to cut down their rejection ratio by careful selection. He also said that in the appointment of agents, great care should be used in getting hold of the right kind of men. He said that it is very important that only honest and capable people should be life insurance agents.

Symposium of Chicago Talks

At the symposium of talks by Chicago people Edwin E. Besser, Jr., said that he aimed to keep in touch with his policyholders and prospects through circulars, form letters, advertising novelties, etc. He thinks it is of great advantage to have a prospect go to his office, where he has all the material at hand to show him. He said that when he visits a man in his office the latter's attention is distracted by the telephone, by clerks in the office coming in and by his desire to get to his own work. Mr. Besser said that he kept an extensive insurance library, statistics and illustrations, and if he once gets a man in his own office he has a great advantage. He aims to keep his name constantly before his assured. Mr. Besser does a general insurance business. He aims to place all the insurance of his clients. When, therefore, another life agent solicits his assured, he said that in most cases the assured will call him up and get his suggestion on life insurance, thus enabling him to secure the application. Mr. Besser is a great believer in subscribing to insurance papers. He said that if he gets one point a year out of each paper that enables him to place some business, he feels amply justified. He says that the papers contain many valuable suggestions and selling points.

Death Claims as Business Builders

Mr. Besser said that his agency had given the Columbus Mutual its largest death claim. He said that he insured a man who was in perfect health. He had some sort of an abrasion on his toe, an infection set in, resulting in blood poison and later death. He said that during the influenza epidemic he talked with one of his younger friends who had recently been married and told him that he should take out at least \$1,000 or \$2,000 insurance. The prospect said that he could not afford to pay for it. Mr. Besser told him to take out the insurance and he would pay for it himself, rather than to see him be without protection. In a short time the man died and the insurance was the only money the widow had to live on. He said that he keeps a death claim draft as long as possible in order to use it as a selling argument. He has procured much additional business in this way.

Mr. Besser is strong for the monthly payment contract. He thinks it is the ideal way for a man to place his life insurance. He always advises a man to estimate what the fixed expenses will be contingent on his death, what the inheritance tax will be, burial expense and other obligations that will have to be met at that time. He suggests a lump sum policy to cover these expenses and then have the rest on the monthly payment plan. He always quotes insurance at the rate of \$100 a month.

George S. Galloway Speaks

George S. Galloway of Chicago, manager of the American Service Company, which is the inspection service of the American Life Convention, was present and gave a brief talk. He said that the success of any company depends very largely on its sales force. He said that a rival company could copy policy contracts or an agency contract, but it was impossible to copy the sales force. In speaking of inspection service, he said inspectors are just as desirous as the agents or the home office to get a

THE Chicago National Life Insurance Company has special inducements for live agents in Illinois and in Indiana, advantageous contracts, standard policy forms, home office cooperation and the influence of 1200 stockholders in both states.

Five thousand leads received last month from our stockholders.

Chicago National Underwriters Co.

INCORPORATED

GENERAL AGENTS

202 South State Street

Chicago, Ill.

Great Southern Life Insurance Company

DALLAS-HOUSTON

Assets Over \$10,000,000.00

Insurance in Force Over \$100,000,000.00

Offers Liberal Contracts to Reliable Agents in Texas, Oklahoma, Missouri, Kansas, Arkansas, Louisiana, New Mexico and Mississippi.

Policies up to date

Write

F. W. GRIFFIN
Supt. Agencies
Houston, Texas

or

E. P. GREENWOOD
President
Dallas, Texas

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

INCORPORATED IN 1851

SPRINGFIELD, MASSACHUSETTS

A company which throughout the seventy years of its history has ever enjoyed—because of its square dealing toward all and its long record of low net cost—the good will of its policyholders, the confidence and esteem of the insuring public, and the loyalty of its representatives.

JOSEPH C. BEHAN, Superintendent of Agencies

More Than 1¼ Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1922
Assets	\$ 5,614,764	\$10,279,663	\$ 28,295,931
Policies in Force	371,106	613,615	1,294,394
Insurance in Force	49,245,028	89,596,833	265,197,626

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President CINCINNATI, OHIO

Organized February 23, 1888

Why 85% refused to sell insurance

ONE hundred young men—from waiters to college students—were asked whether they would consider selling life insurance as a vocation if assured a substantially increased income.

Eighty-five per cent of them refused. More than half of the 85 gave as their reason the indifferent and even hostile attitude of the public toward insurance and its salesmen.

Such a situation is doubly injurious: it keeps out of the insurance field the very type of man most needed, and intensifies the difficulties of the men who do go out to sell.

Until a nation-wide campaign of education has changed the public's attitude, there is little prospect of improvement in the situation. Surely if steam-laundries, dairymen, and fruit growers can create in the public mind an entirely new conception of their commodities and service, the insurance world will not find it impossible to dissipate prejudice and build up universal prestige.

J. WALTER THOMPSON COMPANY
Advertising

New York Chicago Boston
Cincinnati Cleveland London

¶ We write only one Agency contract for all agents. It is described in a little booklet which you may have for the asking.

Guardian Life
Insurance Company

Home Office, Madison, Wis.

FIDELITY LEAD SERVICE

brings the agent into contact with interested buyers of life insurance. Last year we distributed 47,604 direct leads—all interested prospects who had requested information. In 1921 this service, and Fidelity's original policy contracts, brought us within 75% of the unparalleled new business result of 1920.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$223,000,000. Faithfully serving insurers since 1878.

A few agency openings for the right men.

FIDELITY MUTUAL LIFE INSURANCE COMPANY, PHILADELPHIA
Walter LeMar Talbot, President

More agents read *The National Underwriter* than any other weekly newspaper of insurance. There are reasons—plenty of them. Our subscribers know.

favorable report on an applicant. The question always comes in when an inspection is desired, "How can we save this business?" He said that he realized that an unfavorable report which resulted in a rejection disgruntled the applicant and disappointed the agent. Mr. Galloway said that the Columbus Mutual started right and had always been right.

Mr. Rullman, who presided over the session, told about his experience with a former company when he found it necessary to sever his connection. He then had \$53,000 in renewals coming to him. Under his contract, seemingly, it meant the company could confiscate this amount of money. Mr. Rullman said that he had taken the matter into the courts to see whether justice could be secured.

Carstensen Makes Address

A. N. Carstensen of the Rullman Agency in Chicago, in his talk said that he had found that many agents are inclined to talk over the heads of their prospects. Very few men really understand insurance nomenclature. Agents need to talk in language that their prospects will understand. Mr. Carstensen said that he found it of great advantage in dealing with a prospect to convey the message through the eye and the ear. Therefore, he sits next to the prospect and uses his pencil frequently.

One of the best points that he made in his talk was that 94 out of 100 men are dependent on someone else in their old age. Therefore, he said that he looked a man in the eye when he was canvassing him and said, "You will be dependent at age 70 or earlier than that." He said that he spoke this very definitely and firmly. If the man questions his statement, Mr. Carstensen replies, "All right, you may be the exception, but I can say that same thing to 100 men, and I will only make six mistakes. I hope that you are one of the six."

He said that very frequently a prospect would say that he can make 10 percent on his own money. In that case, Mr. Carstensen always replies that if he is able to get 10 percent on his money, he will get him a \$10,000 job any time. He said that capital is looking for men who can make 10 percent on an investment.

Mr. Rullman explained how he adapted the canvass to bond salesmen, real estate men, etc., using arguments to show how life insurance would do more for a man than they could in their special lines.

Banquet Was Held

At the banquet Thursday evening E. E. Besser of Chicago was toast master. He was a snappy, energetic, resourceful man on the job. The talks were largely in the lighter vein. The speakers were Treasurer S. A. Hoskins, Rev. Albert E. Potts of Lansing, Mich.; President George A. Boissard of the National Guardian Life of Madison, Wis., who was a guest of honor; C. M. Cartwright, managing editor of *THE NATIONAL UNDERWRITER*; W. W. Mack, editor of the "Weekly Underwriter" of New York, and George S. Galloway of Chicago, manager of the American Service Bureau. Mrs. W. H. Ackley was present as a guest of President and Mrs. Brandon. She spoke briefly at the banquet. Mrs. Ackley's husband was the second agent appointed by the Columbus Mutual Life. He died and Mrs. Ackley has inherited the renewals under the Columbus Mutual Life's "Golden Rule Contract." She told how pleased she was to know that in spite of the death of her husband, his vested interest in the renewals was not impaired.

On Friday morning at the last session, there was a question box in charge of Secretary D. E. Ball.

Charles J. Hunt, for many years identified with the New England Mutual general agency in Minnesota, died recently at his summer home, Silver Lake, a suburb of St. Paul. He retired from the insurance field several years ago to engage in educational work.

MUST AWAIT THE ISSUE

BARS PREMIUM NOTE SALES

Iowa Commissioner Holds They May Not Be Transferred Until Policy Is Issued or Delivered

Commissioner Savage of Iowa has handed down a ruling to the effect that notes taken as the first payment on life insurance policies may not be sold until after the policies are issued. The commissioner stated in explanation of his holding that it has been customary for insurance agents to take notes in lieu of cash for the initial payment. In many cases these notes have been sold to banks or other purchasers. Later the company may have rejected the application as a bad risk or he may have decided not to take the policy. Much confusion has resulted in cases of transfer of the note. As there is no law on the subject, Commissioner Savage holds as follows:

"It is the ruling of this department that no sale or disposition of first-year premium notes by either the company or its agents prior to the issuance or deliverance of such policy and prior to the passing of the consideration therefor, shall be made; either one of the above mentioned practices is considered by this department to be contrary to the best interests of the insuring public and will in the future be considered as just and sufficient cause for the cancellation or suspension of the license of any agent engaging therein."

The ruling is effective Aug. 21.

Laughing One's Way Through the Day's Work

REV. A. E. POTTS of Lansing, Mich., is a Congregational minister and lecturer and also writes some life insurance for the Columbus Mutual Life. At the Columbus Mutual convention last week Mr. Potts gave a pep talk on the subject, "Laughing Your Way Through." He said that life insurance, after all, is chiefly sold on the personality of the agent. If a man is able to impress his prospect with a dominating, cheerful, kindly personality he will likely win. The real men who are making good in this world, he said, are service men. They are both blest and they are blessers.

The slogan of Mr. Potts' talk was "Be of good cheer." The man of sunny disposition, who is happy himself and is able to make other people happy, carries sunshine wherever he goes. An insurance man, he said, should laugh in his soul.

Wherever he goes, he scatters light. He profits by suggestions that are made to him. He gets help everywhere and he gives help to all. He said that happiness is a divine heritage. Sickness and unhappiness are not normal. The life insurance man in his work, he said, should take the blueness out of every day and out of every person he meets. He asserted that the man who is radiating good cheer will laugh himself in the day and out of it. Mr. Potts said that the state of mind has all to do with one's happiness. It is impossible, he said, to tell one's troubles out loud to a friend and make them stick. A man who broods over his supposed troubles takes them to heart, imagines what will be the outcome, soon finds himself in a gloomy, miserable state of mind. Mr. Potts said that a life insurance man especially should preach the gospel of good cheer.

Charles McLenn, one of the oldest and best known life insurance men of San Francisco, committed suicide in Golden Gate Park the other evening. He left a note stating that his action was prompted by a desire to allow his wife to collect his life insurance. He was separated from her for a number of years.

Rates Reduced

Premium rates reduced September, 1920

All leading forms of policies written.

Best of contracts to agents.

Two general Agencies open in Iowa.

Write for information.

LOUIS H. KOCH, President

National American Life Insurance Co.

Burlington, Iowa

"THE COMPANY OF CO-OPERATION"

DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family! Any plan, any age, either sex!

This is a service our men appreciate these days.

If it appeals to you, write

HOME OFFICE DES MOINES (R.T. Bldg.) IOWA

TERRITORY IOWA SOUTH DAKOTA

The Accumulation Policy

is a combination of insurance and investment in a new sense.

Specimen Rate Age 35.....\$31.90 per \$1000

The continued payment of the rate creates increasing benefits each year. As a seller it has no competition. Write us about it.

NATIONAL LIFE ASSOCIATION Des Moines, Iowa

FEDERAL UNION LIFE Insurance Company Cincinnati, Ohio

has just issued a very interesting booklet

"Suggestions for Increasing Your Income"

and would be pleased to send a copy to every Life, Fire and Accident Agent in

Ohio, Illinois and Kentucky

MODERN BUSINESS GETTING METHODS

The Two New Ideas in Life Insurance Salesmanship—The Satisfying and the Measuring of Needs as Basis of a Sale

One of the most graphic statements ever made in regard to the new plane on which life insurance salesmanship has been placed and the changes which have taken place in that respect in recent years is contained in the report of the committee on scientific salesmanship of the National Association of Life Underwriters, presented at the convention at Toronto this week by Edward A. Woods, of Pittsburgh, chairman of the committee, under the caption "Two New Ideas in Salesmanship." The ideas presented should furnish added inspiration to every live salesman of life insurance. The report is given herewith.

NEW ideas in medicine, engineering and other professions—in fact, in every activity of life—are as significant as new inventions in mechanics. Just as the invention of the wireless, the radio, the aeroplane, the submarine, the telephone or the telegraph have completely changed our habits of living, so medical theories—such as the action of bacteria, the circulation of the blood, immunization by vaccines—have revolutionized medicine. This is true of new ideas in the selling of life insurance as well.

Presenting Insurance to Satisfy Needs

One of the outstanding contributions of the Carnegie School of Life Insurance Salesmanship—alone sufficiently valuable to have justified the existence of this school—is the dissemination of the theory that the basis of a sale is the satisfying of a need. This idea is not entirely new—very few ideas are. It has been more or less blindly or clearly used before, but the idea is now distinctly taught as the fundamental basis on which the sale of life insurance should be presented, and this is being spread by nearly 1,000 men and women graduating into the life insurance business from this and similar schools, distinctly imbued with the advantages of this theory.

A little reflection will show that by presenting the value of life insurance to satisfy needs, sales will result: (1) more quickly; (2) more surely; (3) for larger amounts; (4) in insurance that will be more lasting; (5) will be foundation for future sales; (6) will secure interest instead of antagonism in the home; (7) will inspire more confidence in the salesman in presenting and urging his case; (8) will win the confidence of clients and the public.

Sales Will Result More Quickly

In the past, too many salesmen have endeavored to secure the prospect's attention, because of the salesman's needs—sometimes frankly admitted, sometimes barely concealed. How many thousands of persons have frankly said they took a certain policy because a relative or friend needed the money? This surely is not the proper foundation upon which to build a permanent insurance program. It is true that even by these methods large numbers of persons have been insured, but, nevertheless, without a distinct realization of the full value of the life insurance. Is it any wonder that business men who become naturally intuitive mind-readers should not be properly impressed with the necessity for insurance or its great value, or that they have not respected the life insurance men through whom such insurance was purchased simply to give the commission?

Obviously, all of us are most quickly influenced by an appeal to our own interests. Even if the need is not distinctly appreciated so as to become a want, anyone can be quickly interested in any subject when appealed to on the ground of his own need. The sick man does not long keep the physician waiting outside the door.

Insurance needs are fundamental.

They are to supply necessities—not superfluities or even luxuries. The claim of insurance to a man's own interest is stronger than the appeal to buy a painting, a jewel or a luxury.

Nothing is so necessary to the comfort and happiness of an individual as the welfare of his wife, children, relatives, his own old age, his credit or the prosperity of his business, the payment of his taxes, and the proper settlement of his estate. In all of these, life insurance can render him a distinct service and, in most, one that cannot be rendered by any substitute. The life insurance man who confidently and intelligently believes that this service rendered a prospect will satisfy a real need will be standing on absolutely sure ground. He, himself, will have the confidence that will command the confidence of his prospect.

We quickly discern the attitude of the physician, attorney, or even the clerk at the counter, who is not thinking first of our interest, and we do not willingly or long patronize or highly regard them.

Life insurance studied and presented intelligently from the standpoint of the needs of our clients, is much more certain to receive consideration and secure desired results—when clearly in the mind of the salesman and communicated to his prospect.

Will Produce Sales For Larger Amounts

How many, in the past, have presented a proposition for a certain amount—as we would endeavor to sell so many front feet of property or so many shares of stock—not endeavoring to fit the amount of insurance to the requirements? Have we not proceeded to present insurance on an absolutely wrong basis—like an engineer who, instead of presenting plans for a bridge long enough to cross the stream, might present a proposition to build 1,000 feet of bridge, with little consideration of the width of the stream?

A man buys sufficient cloth to make a suit; he buys sufficient coal to heat his house for the winter, and sufficient food to furnish meals for his family; his fire insurance program is measured by his possible loss. If men are educated to insure their lives in the same way, how much more insurance will they require to cover their needs! Have we not, almost universally, overlooked this fundamentally correct method of presenting insurance and put the "cart before the horse," with the result that people neither quickly, nor surely, nor adequately have appreciated the extent of their insurance needs?

How few there are, if any, who if accustomed to measure the amount of insurance to be carried by its need, would not have a much greater conception of the amount required! How many there are who, because of this fundamental error in salesmanship, have considered their insurance program from the standpoint of the payment required instead of the satisfying of a need! How many there are, now considering themselves heavily insured, who would be absolutely dissatisfied with the meagerness of their insurance if life insurance were primarily presented on this basis!

Formerly, we sold insurance not distinctly associated by our client with any purpose or for any specific need. This often resulted in the easy relinquishment of insurance neither procured nor carried with distinct appreciation of its purpose or even inadequacy. A man procured an additional \$1,000 or \$10,000 policy as he might buy so many shares of stock or furnishings for his house, and did not associate the amount of his life insurance with the necessity for it. Such insurance, not built on a firm foundation, is in time of stress as easily relinquished as a man reduces his bank account or his stock holdings or sells property not necessary for his needs.

If, however, each policy were procured for a definite purpose—to pay last expenses; to provide for the comfort and happiness of the wife and children; to maintain the home and educate the children; to pay off the mortgage; to maintain credit, or for any of the specific purposes for which insurance should be carried—how reluctant would our client be to abandon the purpose for which the insurance is maintained! Suppose that each policy envelope were labelled with its specific purpose. Then, in looking over his policies, a man would be reminded by the notation on the envelope and his recollection of the presentation, that in abandoning or encumbering a certain policy, he is, to that extent, abandoning the purpose for which it was procured.

Will be Foundation for Future Sales

Very few persons have sufficient life insurance to supply even recognized needs. Indeed, one difficulty of this method of presenting life insurance on the basis of needs is that we are apt to suggest a program so large as to discourage the prospect. We must be careful to guard against this difficulty and select and suggest a certain need as the most important one to be provided for at that time, with the further suggestion that other pressing needs require future insurance, as circumstances permit. In this way, the insurance representative associates himself in the mind of his client with a definite program requiring future insurance. It is like the purchasing of one portion of ground for some building requiring contiguous property for its development; the buying of a part of a set of books, or the building of a home contemplating a later addition.

The insurance representative who associates himself with a man's program in this way is far more likely to be considered as his financial advisor on these all-important matters so essential to his client, than the casual salesman or peddler of insurance, as too often in the past he was deserved to be considered.

Secure Cooperation Instead of Hostility of Family

The salesman will so associate himself, not only with the client but with the client's family, in connection with the satisfying of a distinct need, as to convert an often hostile attitude of the family into a friendly one. Unfortunately, life insurance is associated in the minds of many wives with unpleasant thoughts of death, sickness and financial strain of payments. However unjustified, the very influence of those who should be our strongest allies, and for whose benefit we are concerned, is often antagonistic. Sometimes the very unselfishness of the wife leads her to discourage a reluctant husband to avoid a payment made unselfishly for her benefit, telling him she will "get along somehow." This will not be so if the life insurance program is more distinctly associated with the clearing of the mortgage upon the home, the education of the children, the protecting of the business and the various definite needs which insurance distinctly satisfies.

How many agents, particularly new

agents, have lacked that confidence in themselves that causes them either to hesitate to present life insurance or to present it so feebly that it is not effective? How many new agents are so conscious of their own interest that they are not strengthened by that need of the prospect that will make it so much their sole viewpoint as to take away all timidity? The attitude of the agent, as that of the physician, should be objective, not subjective. He should be so full of the need that he is to serve that he will forget his own interest, notwithstanding the fact that "he who best serves others will best serve himself." The physician going to a bed of a patient in pain which he feels he can alleviate—as the remedy of insurance is certain to alleviate many cases of distress—surely has no timidity in approaching his patient. The insurance man, so convinced of the great need of the client he desires to serve, will similarly have confidence in himself, not hesitation.

Will Win Confidence of Your Clients

Has not the attitude toward insurance men in the past, often deservedly, been an attitude toward persons obviously desiring to make sales in their own interest? What will be the reception of the insurance man when he comes to serve as great needs as we do and when our clients and the public are convinced that this is our real attitude? How we welcome the physician who comes to help us! Then how shall we welcome the man who is sincerely desirous of providing for our own happiness and comfort? We prefer to deal with any salesman sincerely desirous of serving our needs, and we wish to avoid the salesman merely interested in making the sale.

The position of the insurance man or woman permeated with this idea, will be secure with his clients and the public.

Measuring Insurance Needs Instead of Specific Amounts

Hardly second to presenting life insurance to satisfy needs is the idea of so adequately presenting the need that on this firm foundation will the amount of insurance necessary to satisfy it be built.

Again, the shade of difference in this method of presentation, which many will consider not view, is so delicate as to be difficult to apprehend as a new idea. Yet, has not most insurance been sold by presenting a specific amount rather than measuring a prospect's needs and endeavoring to ascertain, or better still, have him fix the amount necessary to satisfy the needs? In how many cases have we suggested a policy for \$1,000, \$5,000 or \$50,000, stressing this point instead of first ascertaining what the needs of the prospect were? Have we not been like a physician who might make a prescription and then hunt around for a patient to fit the prescription, instead of diagnosing the case of a patient and writing the prescription to fit that case?

How many of us will suggest, say, a \$5,000 policy? Neither the representative nor the prospect distinctly or adequately connects the amount of insurance with the amount of the need. The prospect, therefore, gets the mistaken idea that he has generously provided for his family's support in leaving them \$5,000—perhaps a larger single sum than the wife has ever seen; while if presented in the right manner, the amount would seem utterly inadequate for the purpose.

Specific Case Is Presented as Illustration

Let us take an illustration. Agent Smith urges a prospect to take \$5,000 of insurance. Naturally, the annual

The Columbian National Life Insurance Company

Boston, Massachusetts
ARTHUR E. CHILDS, President

Issues the best
forms of policies
of Life, Accident
and Health Insur-
ance.

Our Complete Protection
Combination is the ideal form of
insurance coverage

Eureka Life Insurance Co. OF BALTIMORE, MD.

Incorporated under the laws of
Maryland, 1882

We Issue
Standard Ordinary and
Industrial Policies

J. C. MAGINNIS
President

J. BARRY MAHOOL
Vice-President

J. N. WARFIELD, Jr.
Secretary-Treasurer

DR. J. H. IGLEHART
Medical Director

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

The Penn Mutual Life Insurance Company of Philadelphia

On January 1, 1923, Rates Were Reduced
and Values Increased to Full 3% Reserve.

deposit, say \$200—to be made at once for a need considered remote—presents itself immediately the more forcibly to the prospect and, not having been thoroughly impressed with the amount of the need, he considers that \$5,000 to be paid to his wife is too much.

Agent Jones, of the new school, urges upon his prospect the necessity of providing for the happiness and comfort of his family and his own old age. Before discussing amount, he discusses with the prospect what will be necessary to accomplish this. The prospect himself may either consider or suggest that shelter, food, clothing and many other things that he knows are necessary should be provided for month by month and perhaps, for years after his death. Agent Jones considers with the prospect the amounts required to furnish these things adequately to his family in the way he would like to have them live. He involves the prospect in discussion of the budget for the house, the necessary food, clothing and other necessities that any man wishes his dependents to enjoy.

Prospect Will Not Controvert Own Figures

The sum suggested by an agent might be, at once, controverted or disputed. But the prospect will not controvert his own figures, and they are likely to be far larger than any sum that the representative would dare suggest. How many controversies that are now brought up in discussing simply how much the prospect can afford to pay annually for insurance will be shifted to whether the amount being considered is at all sufficient to provide the pressing, or even the minimum needs of his family?

A life insurance policy, like a railroad ticket, simply represents a service. Yet in the past, how many of us have discussed the terms of a policy as one might read over the conditions printed on a railroad ticket, instead of describing the services it will render? What wise steamship agent would try to sell tickets by reading the language of the ticket instead of describing the country to which it will take the purchaser?

Use Need as Basis of Your Interview

The following extract from the report of Griffin M. Lovelace's talk at the 1922 Pittsburgh Sales Congress, and given at length in his new book to be published shortly, "Analyzing Life Situations for Insurance Needs—The Case Method" (Harper & Bros.), well illustrates the method of using the need as the basis of the interview:

William H. Jones of Cecilton, Md., heard about a farmer who was in pretty bad shape financially. He owed money at the bank, there was a bill of sale against his stock and tools, and he owed several little debts in the neighborhood. Jones decided to go out and see him and see if it wasn't possible to help him. He first met the farmer's wife and she told him that her husband could not buy life insurance as he already had financial difficulties he did not know how to meet. Jones told her that he had come out to see if he couldn't help her husband in some way, so she said he was out in the field plowing.

Jones went out to the field and met the farmer. As soon as he found who Jones was he said that he couldn't buy life insurance because he didn't have any money to take care of it. Jones asked him what his financial difficulties were. The farmer said he owed \$1,500 at the bank, there was a bill of sale out against him for \$1,175 on stock, crops and tools, and he owed between \$300 and \$400 in addition.

Visits Banker to Arrange for Loan

Jones asked him whether he would be willing to owe the bank another \$1,500, and the farmer replied, "Sure, but who is going to loan me another \$1,500?" Jones told him that if he would take out a policy for \$5,000 and assign it to the bank to protect them in case of his death, to cover the \$1,500 already owing

them and the additional \$1,500, he thought it might be arranged.

So they got into the car and went in to see the banker. Jones said, "This man owes you some money, doesn't he?" The banker said, "Yes, about \$1,500."

"You believe he is industrious and honest, don't you?"

"Yes," replied the banker, "I believe he is."

"You know that there is a bill of sale out against him for his stock, crops and tools, and that he owes some little debts around the neighborhood, don't you?"

"Yes," said the banker, "I understand that he is in pretty bad shape."

"Well, knowing that he is industrious and honest, and that it is through no fault of his own that such a condition exists, I wonder whether you will be willing to loan him an additional \$1,500 to take care of this bill of sale and little debts, provided he will take out a \$5,000 policy on his life and assign it to your bank to protect you in case of his death."

The banker thought for a minute and said, "Yes, if he will do that and his brother will endorse the note, I will lend him the money."

The brother endorsed the note, the farmer got his money and paid his debts. Today he is one of the happiest men in the country.

Apply These New Ideas to Yourself

These new methods of presenting insurance may, perhaps, be most clearly apprehended by each one of us forgetting the amount of insurance we are carrying, the payments we are making, and consider our own objectives in life. In case of our death, to have our families live as we would like to have them, what rent would be required; what will furnish the table cost; what will be necessary for clothing, education, incidentals, travel, medical bills and the other necessities and comforts that are now being provided for our families? What will be necessary to clear the mortgage upon the home, to educate the children, to pay the last expenses, to pay the last debts? Similarly as to our old age; and particularly if, as we all hope, provision must be made for the wife also, what budget will be required to give us the shelter, food, clothing and other things that will be necessary for our comfort or happiness? In many other cases, there are further needs—the payment of debts, administration expenses and inheritance taxes—that we may die at par.

Having first ascertained these needs, how much in addition to what we now have, whether in estate or insurance, will be required to meet them? How many life insurance men throughout the country, well insured as they are, have sufficient insurance themselves to meet these needs? By analyzing our own conditions in this respect, we may perhaps appreciate how ineffectively we have, in the past, presented insurance to fit needs and the extent of the need requiring the amount of insurance to supply it.

Northwestern Mutual Outing

Frank Ircink, president of the employees' association; G. E. Copeland, superintendent of agencies; C. L. McMillen, general agent, head of the Milwaukee home agency, and A. S. Hathaway, secretary of the Northwestern Mutual Life, attended the annual picnic of the employees of the home office at Muskego Center, near Milwaukee. Eight hundred persons attended the outing. All officers were closed and the entire force of employees and officials spent the day at the frolic.

To Reinsure Foreign Business

All of the business of the New York Life in France and Belgium will be reinsured. This decision was reached after Walker Buckner, second vice-president, and Arthur Hunter, the actuary of the company, made a trip to the two countries. The New York Life has been writing no new business in France or Belgium for some time.

ACTUARIES

DONALD F. CAMPBELL
CONSULTING
ACTUARY

343 S. Dearborn St.
Telephone Harrison 3344
CHICAGO, ILL.

MARCUS GUNN
CONSULTING
ACTUARY

29 S. La Salle St. CHICAGO
Telephone Randolph 3473

FRANK J. HAIGHT
CONSULTING
ACTUARY

818-813 Hume-Mansur Bldg.
INDIANAPOLIS
Hubbell Bldg. DES MOINES, IOWA

JULIAN C. HARVEY
CONSULTING ACTUARY

Chemical Building ST. LOUIS, MO.

T. J. McCOMB
COUNSELOR AT LAW
CONSULTING ACTUARY
Premiums, Reserves, Surrender Val-
ues, etc., Calculated. Valuations and
Examinations Made. Policies and all
Life Insurance Forms Prepared.
Fire Law of Insurance a Specialty.
Colcord Bldg. OKLAHOMA CITY

J. H. NITCHIE
ACTUARY

1523 Association Bldg. 19S. La Salle St.
Telephone State 4992 CHICAGO

FREDERIC S. WITHINGTON
CONSULTING ACTUARY
402-404 Kraft Building
Tel. Walnut 3761 DES MOINES, IOWA

JOHN E. HIGDON Actuaries & Examiners
JOHN C. HIGDON 608 Gates Building,
Kansas City, Mo.

HOME LIFE INSURANCE CO. NEW YORK

WM. A. MARSHALL, President

The 62nd Annual Report shows:
Premiums received during the
year 1921.....\$6,990,547
Payments to Policyholders and
their beneficiaries in Death
Claims, Endowments, Dividends,
Etc.4,740,340
Amount added to the Insurance
Reserve Funds.....2,121,307
Net Interest Income from Invest-
ment1,964,050
(\$642,638 in excess of the amount
required to maintain the re-
serve)
Actual mortality experience 53.44%
of the amount expected.
Insurance in Force.....\$223,116,887
Admitted Assets43,222,328

FOR AGENCY APPLY TO

W. A. R. BRUEHL & SONS

General Managers
Central and Southern Ohio and Northern
Kentucky
Rooms 401-406 The Fourth Nat. Bank Bldg.
CINCINNATI, OHIO

HOYT W. GALE
General Manager for Northern Ohio
229-233 Lender-News Building
CLEVELAND, OHIO

MR. AGENT!

Do you care for QUALITY,
not SIZE? Age, Sound Ex-
perience, Low Cost, a Splendid
Record for 70 years?

Then why not take a General
Agency in its HOME STATE for

THE ST. LOUIS MUTUAL LIFE

OUR AGENTS AND POLICY HOLDERS
STICK! WRITE THE HOME OFFICE

Having recently entered
Indiana

THE FRANKLIN

Life Insurance Company
of Springfield, Illinois,
has several unusually at-
tractive openings in that
state for life men of
general agency caliber.

—□—

Contract direct with the
Company.

—□—

Over \$125,000,000 of in-
surance in force.

—□—

The remarkable growth
and achievements of
THE FRANKLIN LIFE are due to its traditional
"Aggressive Conservatism" and the splendid co-oper-
ation between the Company and the Agency Staff.

Let us know something about your qualifications and
your ambitions as an insurance man, and we will give
you the details of our proposition.

*Write direct to the Home Office,
Springfield, Ill.*



Agents Wanted!

For Attractive Contracts

Write to



J. C. Stribling
President

J. M. Yoes,
Secretary

THE STATE LIFE INSURANCE COMPANY

INDIANAPOLIS

MORE THAN
TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

The Growth of Oak—The Solidity of Granite

On Agency Matters Address, CHARLES F. COFFIN, Vice-President

OH! IF JOHN HAD KEPT
THIS IN FORCE - I NEED
THE MONEY SO!



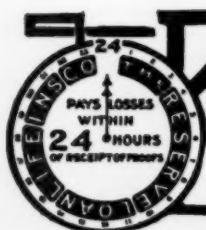
ARE
YOU
INTERESTED?

BLESS JIM FOR
KEEPING UP THIS
INSURANCE - WHAT
A GOD-SEND IT IS
TO ME NOW!



Life Insurance Men—

A Contract with Our Company
will insure you a prosperous year
BEST COMMISSIONS—BEST POLICIES—WRITE US



RESERVE LOAN LIFE
INSURANCE COMPANY
INDIANAPOLIS, INDIANA.